

“Colin's innovative and creative graphic skill set along with his strong work ethic make him an invaluable asset for an organization that wants to engage their audience.”

**BJ GOCLOWSKI**  
BUSINESS PROCESS MGR / TD BANK

## ABOUT ME

I love what I do, the hands-on and thinking on my feet with not only the ability to react, but to be proactive as well. Through hard work and years of experience I have the skill set and ability to meet deadlines and delight bosses, coworkers and clients.

## FREELANCE/CONTRACT GRAPHIC-WEB DESIGN

NOV 2011-PRESENT / NUMEROUS LOCAL / NATIONAL CLIENTS

Graphic design/production, ads, flyers, marketing collateral, package/label design, logos, infographics, photoshopping/clipping paths, publications, trade shows, web design, UI/UX, banners

- ♦ Quad Graphics
- ♦ IQ Navigator
- ♦ Global Weight Loss Services
- ♦ The Adept Group
- ♦ NAVJOY
- ♦ Shane Co.
- ♦ CRAVE Magazine
- ♦ Frontier
- ♦ D-N Foods
- ♦ Monolithic Studios

## LMS TECHNICAL SUPPORT

JUN 2018-AUG 2018 - 5 WEEK CONTRACT / CSU GLOBAL, DENVER, CO

Worked onsite with a small team to move over 600 online courses to a new LMS platform, making sure it was done correctly and QAing all links and interactive media were working correctly.

## GRAPHIC ARTIST / PREPRESS

JULY 2016-JAN 2018 - 18 MONTH CONTRACT / QUAD GRAPHICS, DENVER, CO

Worked onsite with a great team to produce ads in a tight daily deadline and production-heavy environment for a national grocery corporation.

## GRAPHIC DESIGNER / ART DIRECTOR

JULY 2000-NOV 2011 / BMGI, DENVER, CO

- ♦ Worked with account representatives in creating all manner of marketing collateral, banner ads, CMS websites, landing pages
- ♦ Used expertise to execute all art, web design activities in a hands-on, fast-paced environment
- ♦ Delivered requested work on time or before requested deadline(s)
- ♦ The completion of all projects from concept and design through finished product

## GRAPHIC DESIGNER

AUG 1998-JULY 2000 / INTEGRATED MARKETING, BOULDER, CO

- ♦ Brought on board to apply design knowledge in creating package/label design, layouts for all print collateral including magazines, newsletters, newspapers, brochures, and more
- ♦ Created slide show/multimedia presentations, sales pieces, and POP displays

## ADVERTISING / EDITORIAL DESIGNER / GRAPHIC SUPERVISOR

SEPT 1995-JUNE 2000 / NEVADA APPEAL NEWSPAPER GROUP, CARSON CITY, NV

- ♦ Delivered performance-focused direction in concepting/designing and producing a variety of professional, compelling display advertising for clients and prospects
- ♦ Created, edited, and produced a weekly tabloid-style free newspaper
- ♦ Increased the paper's ad revenue by over 35% by upselling ad size to numerous clients
- ♦ Managed a team of 6 ad/newspaper Production Artists

## GRAPHIC DESIGNER / ART DIRECTOR

AUG 1990- AUG 1995 / CATO INSTITUTE, WASHINGTON, DC

- ♦ Responsible for all design of book & magazine design/production, marketing collateral, brochures, annual reports, and logo design for the Institute
- ♦ Responsible for all visual aspects of printed projects
- ♦ Prepared files for pre-press output including flight-checking, producing color proofs and creating press-ready PDFs

## EDUCATION

Bachelor of Fine Arts in Graphic Design/Advertising - University of Texas at Austin

**720-933-6640**

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**www.Colin-Moore.com**

**www.ColinMoore.us**

**Graphic Design**

**Logos/Icons**

**Advertising/Marketing**

**Packaging Design**

**Magazine Design**

**Proofing/Editing**

**Illustration**

**Infographics**

**Editorial Design**

**Web Design**

**UI/UX Design**

**Emailers**

**Banners**

**eNewsletters**

**Adobe Creative Suite**

**Freehand**

**Quark**

**Hand Drawing**

**Mock-ups**