

EMPLOYMENT HISTORY

CACI International Inc

12021 Sunset Hills Road, Reston, VA 20190

7/2019–9/2024

Graphic Branding and Design Strategist: As a visual communication expert, I designed and developed innovative concepts to enhance the company's and clients' visual presence across diverse platforms - from literature and print to multimedia, social media, web applications, presentations, and video. Highlights include my contributions to the award-winning redesign of CACI.com, creation of custom graphics and animations, and leadership in producing the company's inaugural Corporate Responsibility and Diversity, Equity, and Inclusion reports. I also spearheaded successful advertising campaigns, ranging from programmatic web ads to landing pages, and crafted UI/UX designs for digital trade show kiosks. My demonstrated expertise in branding and logo design ensured alignment with company standards and enhanced the overall brand identity.

Promontory Interfinancial Network (Now IntraFi)

1300 N. 17th Street, Suite 1800, Arlington, VA 22209

10/2015–7/2019

Graphic Designer/Marketing Manager: As a key member of the Promontory Network marketing team, I collectively and collaboratively generated award-winning marketing materials that adhered to the company's branding standards. I created, designed, managed, and updated a wide range of B2C and B2B materials, including web content, digital media, email, presentations, displays, and print collateral. I took particular pride in designing, developing, and launching the company's new websites, as well as multiple web and print ad campaigns. Additionally, I proudly participated in the company's first diversity and inclusion committee, where we promoted learning and awareness throughout the organization.

U.S. Postal Service Office of Inspector General (USPS OIG)

1735 North Lynn Street, Arlington, VA 22209

3/2015–10/2015

Graphic Designer/Government Contractor: As the visual designer for the USPS Office of Inspector General (OIG), I created and implemented brand-compliant visual elements, animated infographics, and reports to convey the integrity and accountability of the Postal Service, its finances, and its workforce. Serving as a liaison between OIG departments, the creative team, and the managing director, I generated engaging interactive PDFs, audit reports, social media graphics, print ads, flyers, and posters - all while maintaining a security clearance.

Entrepreneurs' Organization (EO)

500 Montgomery Street, Suite 700, Alexandria, VA 22314

2/2015–3/2015

Graphic Designer/Contractor: I provided contemporary design and creative support for EO's March issue of Octane Magazine, their Global Leadership Conference Officer Guides, Global Student Entrepreneur Awards Program, event branding, and a series of infographic postcards. I executed these EO projects efficiently after receiving a brief from the art director, editor-in-chief, and other key staff members.

Association for Psychological Science (APS)

1133 F Street, NW, Suite 1000, Washington, DC 20005

1/2015–2/2015

Graphic Designer/Contractor: As the lead designer, I focused on crafting the layout, design, and typesetting for the 100+ page program of the inaugural international conference in Amsterdam. The comprehensive program featured a full index of symposia presenters, advertisements, maps, headshots, and event details. In addition to designing the in-house ads, I compiled content and oversaw the preparation of files for both print and web publication. I also created web banners and graphics to support the APS email and social media marketing campaigns.



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EMPLOYMENT HISTORY CONTINUED

North Highland/AARP

1501 Wilson Boulevard, Suite 900, Arlington, VA 22209

12/2014–1/2015

Graphic Designer/Contractor: As the lead designer, I spearheaded a year-long internal campaign for AARP employees that involved a fun new initiative while adhering to the company's established graphic standards. The campaign featured a variety of assets, including posters, flyers, brochures, PowerPoint presentations, infographics, custom icons, and web graphics, with a different focus each month.

CEB (Corporate Executive Board)

1919 North Lynn Street, Arlington, VA 22209

10/2014–11/2014

Graphic Designer/Contractor: As the lead designer, I collaborated with the team to create CEB's visual materials while preserving their established brand identity. This involved designing and laying out two company publications - the "IT Quarterly" and "Learning Quarterly". Additionally, I spearheaded a marketing campaign for a UK division, developing an infographic, Slideshare presentation, web images, and social media graphics for Twitter and LinkedIn. I also provided design support to the creative group, producing charts, graphs, vector illustrations, and photo manipulations.

Xanthus Design

1201 Eye Street, NW, Washington, DC 20005

10/2002–10/2014

Senior Graphic Designer/Manager: As a lead graphic designer, I was responsible for the conceptual development, production, and management of a wide range of projects, including advertising, email campaigns, web banners, presentations, digital magazines, posters, postcards, mailers, catalogs, displays, trade show graphics, signage, and sales promotion materials for associations, corporations, and nonprofit organizations. I instituted new corporate identity and graphic standards, as well as implementing preexisting companies' print and design regulations. Additionally, I supervised and reviewed color press proofs to ensure the highest level of quality and attention to detail.

I managed and developed the creative team, including interns, as well as freelance designers, photographers, and artists. My duties also involved obtaining price quotes from printers and vendors, writing up client estimates, proposals, and invoices for projects ranging from typical design or print jobs to full-scale conferences or annual campaigns. Client contact, brainstorming, interviewing, project briefing, troubleshooting, and cost control were all integral parts of my daily responsibilities.

Copeland Design

4620 North Park Avenue, Penthouse 2 East, Chevy Chase, MD 20815

2/2001–10/2002

Graphic Designer: I collaborated with my team to develop, design, and produce marketing projects under tight deadlines. I worked closely with junior and senior designers, assisting them with layout, composition, and production of their daily work. Additionally, I organized and archived digital files for all outgoing projects. My skills extended to hand illustrating numerous signs, cards, and advertisements for a variety of companies. I also updated and designed the websites for Copeland Design and other clients. Throughout the process, I maintained direct communication with clients to finalize the conceptualization of their printed materials.



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Rayville Sports Marketing

Anchorage, AK

6/2000–9/2000

Graphic Artist/Illustrator

Elkland Art Center

Todd, NC

9/1996–5/2000

Graphic Designer/Teachers Aid

EDUCATION

Appalachian State University

1996-2000

Bachelor of Fine Arts in Graphic Design

Northern Virginia Community College

2013-2014

Web Design Certificate Program

SKILLS/ABILITY

- Proficient in Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Adobe XD, Figma, After Effects, Premiere), Microsoft Office (Word, PowerPoint), Fetch and FTP software, HTML, CSS, Umbraco, Drupal, FormAssembly, Marketing Cloud, and Salesforce.
- Accomplished understanding of web and front-end design and development.
- Passionate about design, communication, and exceptional client service.
- Exceptional verbal and visual communication skills, including writing, speaking, and listening.
- Experienced in mentoring high-performance design teams; adept at identifying, recruiting, and developing top talent to deliver premier work.
- Superior interpersonal skills with the ability to collaborate effectively at all levels of management.
- Skilled in balancing and prioritizing multiple projects with competing priorities and tight deadlines.
- Outstanding organizational skills with a keen ability to manage and meet firm deadlines.
- Effective team player with the ability to work independently.
- Thrives in collaborative, dynamic environments and enjoys sharing ideas.
- Enthusiastic about managing creative teams and takes pride in seeing team members succeed.
- Detail-oriented, well-organized, and strong understanding of typography, color theory, and layout principles.
- Extensive knowledge of print production processes, including pre-press file preparation, color management, and press setup, which ensured high-quality outcomes for various print materials.
- Expertise in implementing consistent brand messaging across diverse media including print, digital, interactive, and web platforms.
- Thorough comprehension of UI/UX design principles for applications built using HTML.
- Experience photographing executive headshots in a green screen studio, as well as capturing architectural and candid office shots.



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