



KEVIN MOORE

Creative and multitalented designer

Phoenix, AZ

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Authorized to work in the US for any employer

WORK EXPERIENCE

Marketing/Creative Manager

The Salvation Army Kroc Center - Phoenix, AZ

2013 to 2020

As the in-house designer for the Salvation Army KROC Center, I worked on all aspects of the center's marketing projects. The KROC Center has over 120 programs for which I created billboards, flyers, postcards, coupons/tickets, posters, banners, promotional items and brochures. I created and maintained the center's website krocphoenix.org. Some of the publications, in which my ads were included, are Raising AZ Kids, AZ Parenting, South Mountain Villager and Bear Essentials.

As for Marketing responsibilities; I develop and implemented marketing plans for all the Kroc's programs for the department heads. I created and maintained a master calendar of all regular programs and special events held at the center. As the head of Marketing I developed an annual marketing budget and monitored costs and expenses to stay within budget guidelines. Other responsibilities included getting quotes, press checks and overseeing media relations.

Senior Graphic Designer

Waterford Press Publishing - Phoenix, AZ

2012 to 2013

Worked as a Senior Graphic Designer for a fast growing publishing company. Rebranded their extensive line of pocket guides, worked with clients to develop custom guides, and designed merchandising and special packaging for retail display. Created promotional and trade show materials and established standards and design procedures for the creative department.

Production Designer

Shutterfly / Tiny Prints - Tempe, AZ

2010 to 2012

Employed as a Production Designer for the fast growing all occasion greeting card and stationery company. Carefully reviewed and processed customer orders. If grammatical errors were found, customers were consulted and offered suggestions for correction. Orders were adjusted to achieve optimal results in layout and photo quality. Accuracy and productivity were essential in this fast paced work environment. Customer satisfaction was a priority and any customer concerns were resolved quickly and accurately.

Senior Graphic Designer/Art Director

SkyMall Inc - Phoenix, AZ

2001 to 2009

Designed, coordinated and produced, quarterly, 12 different covers for the SkyMall catalog carried by major US airlines. Responsible for each cover's concept, preparation of the comp, approval from vendors and airlines, contracting photographers, models, stylists and locations for photo shoots, overseeing the photo shoots and compiling text, graphics, and images in the final layout. Supervised quarterly print runs at Quad Graphics at The Rock, GA and Hartford, WI. As the only designer for SkyMall, created and designed catalog page layouts, direct mail items, order forms, posters and coupons for the Marketing Dept. Worked closely with such companies as TV Guide, Kodak, Casio, The Sharper Image, Hilton, Kenneth Cole, Marriott, and most major airlines.

Art Director

Global Video Inc - Tempe, AZ

1999 to 2001

Designed and produced catalog covers, layouts, sleeves and box sets for educational videos and educational posters. Also responsible for photo shoots, managing the company website and supervising print runs at Quebecor in Minneapolis, MN. Member of the design team that created Global Video's E-Commerce website.

EDUCATION

B.A. in Graphic Design and minor in Art History

University of Wisconsin - Stevens Point

1998

Computer Graphic Enrichment Courses in Computer Graphic Enrichment Courses

Scottsdale Community College

SKILLS

Advanced skills in: Adobe CC - InDesign, Photoshop, Illustrator, Muse, Acrobat, Microsoft Office and Quark (20+ years)

AWARDS

Print Excellence Award from P.I.A.Z. (Printing Industries Association, INC. of Arizona)

2009

ADDITIONAL INFORMATION

Campus activities

- Member of S.A.L.A..D. (Student Art League & Designers)
- Four year Swim and Dive team letter winner.
- Creation and maintenance of Swim and Dive team's web page.
- Design and execution of two 10' X 75' murals for the University.