Marshall Moses

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github.com/MarshallMoses

Education

Altcademy

Full-Stack Web Development
2021 - 2022

Oregon State University

BFA Graphic Design
Graduated Class of 2016
College of Business

Skills

Languages

Javascript, HTML, CSS,
Python, SSJS, AMPscript,
VBA

Frameworks & Libraries

Vue, React, NPM, Node,
JQuery, Bootstrap, Tailwind
CSS

Tools

Adobe Creative Cloud,
Salesforce Marketing Cloud,
Figma, Blender, VS Code, Git,
Postman, SoapUI, PowerBI,
Webflow

Experience

Creative Technologist, Lithia & Driveway   Oct 2021 - Present

· Built & deployed data-driven personalized marketing products
· Lead concept and development for Lithia & Driveway's web presense redesign
· Developed experiences for Driveway.com & Greencars.com
· Maintained databases to fuel front-end experiences
· Collaborated and translated between designers & developers
· Automated creative workflows to make processes more efficient
· Pitched, explained design & tech ideas to key stakeholders
· Worked across diverse internal & external teams to deliver high
· Explored & connected technologies to expand the company's toolkit

Brand Designer, Lithia & Driveway   Aug 2016 - Oct 2021

· Developed on brand advertising experiences for automotive retailers
· Utilized tools including Webflow and Salesforce Marketing Cloud
· Created branding, style guides, wireframes and digital experiences for clients
· Generated branding and supporting assets for Lithia & Driveway and subsidiaries
· Simultaneously delivered multiple projects on time in a fast-paced environment

Graphic Designer, Oregon State University   Dec 2013 - Aug 2016

Sustainability Office
· Followed branding guidelines set by the University
· Collaborated with peers, and managed marketing plans to meet needs
· Maintained a cross-platform social media presence, curated blog posts, and an
  optimized schedule for social media presence

Transportation Services
· Increased sustainable transportation awareness and usage on campus
· Created campaigns to engage students, staff and the community
· Developed print, social media, and digital designs to meet department needs
· Pitched design ideas and created project plans to deliver finished work