



JENNIFER MOFFATT

Senior Graphic Designer

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RELEVANT PROFESSIONAL EXPERIENCE

March 2016–Present

ACDI/VOCA, **Senior Graphic Designer**

- Provide creative direction of the visual brand for all assets, print and digital
- Design all materials to ensure consistency and viability across the brand
- Consult on website redesign, working closely with outside partner providing guidance on design and organization of site including wireframes, color, images
- Lead effort to express core messaging and brand through social media and other external communications
- Support organization with graphics, logo and icon development, consulting on communications best practices
- Collaborate and support the Internal Communications department in idea generation and internal messaging content and channels to build a positive corporate culture, includes refresh of newsletters and email system
- Knowledge of donor branding guidelines and serve as expert in compliance and adherence, mentor staff

April 2013–February 2016

American Association for Justice, **Senior Graphic Designer**

- Provided creative direction for, and conceptualize, design, and manage production of all materials which promote the Association's products, services, and membership
- Collaborated closely with the marketing team to develop and produce campaigns that meet sales goals, budget restrictions and fulfills the strategic goals of the association
- Updated branding guidelines and logos for brand consistencies, develop visual and creative standards for the brand
- Consulted on the website redesign and played a key role in the development, reorganization and look of the website and responsive design. The site included a custom dashboard for members to utilize key resources and products. Received a bronze medal in the 2014 Association Web Site Trends award
- Created design across digital platforms including web, email and social media
- Supervised interns with work culminating in final project
- Worked directly with outside vendors, printers and freelance designers

2009–2013

VC Graphics Design Studio, Bethesda, Maryland, **Art Director**

Key clients included Catholic University of America Columbus School of Law, Minority Business Development Agency, Society of Interventional Radiology and Character Education Partnership

- Managed design projects from concept to completion to effectively communicate client messages through design meeting strict deadlines
- Worked one-on-one directly with the client, fostering long-term client relationships
- Managed resources and expenses ensuring work was produced on-time and within budget
- Provided on-site art direction for photo shoots
- Coordinated printing and press inspections

2004–2009

VC Graphics Design Studio, Bethesda, Maryland, **Graphic Designer**

- Developed concepts and messaging with collaboration of designers and art director
- Production and design of publications, marketing collateral, logos and identity
- Coordinated printing and press inspections

TECHNICAL SKILLS

InDesign, Photoshop, Illustrator, Muse, After Effects, Acrobat, Microsoft Office, Word Press, JIRA, html, Drupal, 508 compliance, SharePoint

EDUCATION

University of Maryland, College Park

Bachelor of Arts Degree, 3.6 GPA

Journalism major in Public Relations, minor in Art History

In-House Business & Management Certification in process

Art and design classes at The George Washington University, Corcoran College of Art and Design, Montgomery College, Graduate School, USDA, The Art League

Training/Seminars on social media and ePublishing, on-line courses at lynda.com

MEMBERSHIP

American Institute of Graphic Arts, Supporter member, InSource member