



TRISH MOODIE

— digital + print designer —

PROFILE

“Pixel-perfect designs done right the first time.”

Strategic digital and print designer with expert-level conceptual & creative execution skills, uniquely positioned to anticipate client needs and deliver relevant and efficient creative solutions

CONTACT

→ « links below are clickable » ←

Portfolio:

www.trish.nyc

- ✉ ocdzynr@gmail.com
- 📞 949-648-7568
- 📞 917-652-6302
- 🌐 [LinkedIn.com/in/trishm](https://www.linkedin.com/in/trishm)
- 📷 [instagram.com/tr1shly](https://www.instagram.com/tr1shly)

SKILLS

Adobe Creative Cloud •
Photoshop • Illustrator •
InDesign • Dreamweaver •
InVision Studio • Sketch •
HTML • CSS • GUI • UI •
material design • **interactive** •
digital • **UX** • responsive web
design • **mobile-first** • art
direction • corporate identity
• **prototyping** • visual comm.
• **concept development** •
wireframes • social media •
sitemaps • best practices •
advertising • documentation •
marketing • typography •
color theory • b2b • b2c • **iOS**
• **Android** • mobile • web •
layer comps • print • logo •
apps • copy writing • project
management • vendor
relations • eBlasts • style
guides • annotations • **grid**
systems • CMS • Bootstrap •
user flows • animated GIFs

WORK EXPERIENCE

2019 Freelance Digital/UX Designer | Ogilvy

Parsippany, NJ

Conceptualized and iterated **high-fidelity designs** and **prototypes** in partnership with a team of researchers, designers, project managers, and developers. Applied **user-centered** and **data-driven design strategies** to projects that ranged from **mobile applications** to complex website systems. Provided intuitive, meaningful, and elegant interpretations of complex concepts based on client information and business requirements.

2016-2018 Freelance Designer | McCann Echo

Mountain Lakes, NJ

Worked in a collaborative, **cross-functional, Agile team environment** creating strategic digital designs and print layouts that promoted clients' brand and sales objectives, under the supervision of creative directors at a full-service **advertising agency**. Designed high-end brochures and **scalable, pixel-perfect, retina-ready interactive web and app modules** based on **UX wireframes**, as well as Photoshop flats and **layer comps** for consumer-facing websites, and rich-media email blasts for several well-recognized national and global brands.

2015 Senior Art Director | Interpace Diagnostics

Parsippany, NJ

Executed **cross-channel digital creative projects** while working directly with VP of Marketing, Exec. Dir. of Mktng. and Exec. Dir. of User Experience. Conceptualized and developed innovative ideas for the visual elements of **marketing campaigns across all messaging platforms**, including web and print. Developed the overall look and feel of advertising campaigns, marketing sales collateral and trade show materials. Produced and refined logos and **corporate identity standards** for 6 different brands. Transitioned from role at Group DCA.

2013 - 2015 Art Director | Group DCA

Parsippany, NJ

Conceptualized and designed pixel-perfect user interfaces for **fully-responsive web modules**, banner ads, e-blasts, presentations, print campaigns and trade show materials for the globally-recognized clients of an established, **award-winning**, mid-size creative marketing agency. Collaborated across all creative disciplines and **brainstormed with strategists** to deliver **purposeful and innovative design solutions**, while serving different roles on different projects as needed. Worked with developers to implement interactive experiences across **mobile and desktop devices**, and communicated aesthetic recommendations to clients, within strategy and brand guidelines.

2012 - 2013 Senior Web Designer | IV Interactive

Jersey City, NJ

Created new and adapted existing design styles to a diverse array of clients. Conceptualized and executed websites, Flash banner ads, e-blasts, presentations, **print collateral** and **interactive materials** for mid-scale companies as well as single-proprietor businesses nationwide at a **boutique web design** and SEO marketing company in downtown Jersey City, NJ.

2010 - 2012 Web/Graphic Designer | Resource Advantage

⚠ Please see LinkedIn profile (link in menu on left) for work experience from 1998-2010

EDUCATION

1996 - 2000 Bachelor of Fine Arts (B.FA): Art, Media & Communication

Claremont Colleges | Claremont, CA