

Stacy Anton Moore

Charlotte, NC • cell: 704-421-3536

samooredesign@mindspring.com • www.samooredesign.com

www.linkedin.com/in/samooredesign

PROFESSIONAL PROFILE

- Graphic, visual and web designer with experience in the management of the complete design process, from concept to delivery.
- Expert at interdepartmental and client coordination and communication.
- Proficient with Adobe Creative Suite, Microsoft Office, web design and management applications, interactive and video applications and the printing process.
- Experienced in handling multiple projects with short deadlines.

SKILLS

- Adobe Creative Suite
- InDesign
- Microsoft Office
- Hybris
- Responsive web design
- Email campaigns
- QuarkXPress
- Video editing
- Photoshop
- Acrobat Pro
- WordPress
- Website design
- Website content management
- Digital imaging
- Printing process knowledge
- After Effects
- Adobe Illustrator
- Premiere Pro
- HTML
- Website testing
- Website analytics
- Digital photography
- Prepress and preflight
- Sound editing

PROFESSIONAL EXPERIENCE

PRODIGY DIABETES CARE, Charlotte, NC

Graphic Designer and Web Designer, 10/2018-current

- Design the packaging and labeling for Prodigy diabetic products including meters and test strips.
- Design all marketing materials for Prodigy and their sub-companies including brochures, flyers, print advertising, web advertising and promotion, tradeshow materials and presentations.
- Work with Walmart on the packaging design and updates for the Equate brand.
- Help make sure all packaging, labeling and marketing meets Quality Control and FDA rules and regulations.
- Update and maintains the Prodigy and Unistrip websites.
- Redesigned the tradeshow booth artwork and layout for US and Latin American tradeshow and conferences. Responsible for the registration, paperwork, coordination and marketing of the industry tradeshow the company participates in. Works closely with the tradeshow hosts and set-up crews for booth coordination.
- Helped save the company money by organizing the website info and cancelling any websites, accounts and services no longer being used. Many unnecessary costs were being paid for years due to unorganized data and negligence.

OFFSITEK, Charlotte, NC

Graphic Designer and Web Designer, 10/2018-current

- Helped with the formation of several start-up companies.
- Design marketing materials for OFFSITEK and its sub-companies including brochures, flyers, print and web advertising and signage. Also assists on Powerpoint presentations and edit videos for presentations and the company websites.
- Created, updates and maintains the OFFSITEK, JRN Development and Oasis Homes websites.
- Designed the OFFSITEK logo and its subsidiaries including Integrated Construction, SmartControl, Flex Framing, Rhino, Oasis Homes and the contracted new housing communities. Also created the brand standards for OFFSITEK.
- Assists on blueprint changes and machine customization mock-ups for the factory.
- Work with realtors on the marketing for the housing and real estate communities including brochures, community signs, housing product listings and crucial forms.

AMERICAN TIRE DISTRIBUTORS- TIRE PROS, Huntersville, NC

Graphic Designer, 3/2017-8/2018

- Designed creative advertising and marketing materials for Tire Pros franchise dealers to increase business. This included ads and graphics for print, digital, web, social media, billboards, TV and video. This also included materials for POP/POS, store displays, events, conferences and vehicles.
- Created logos for franchise dealers including company, special events and social media used for promotions.
- Communicated with manufacturers to adhere to brand standards and co-op requirements to prevent lawsuits.
- Edited video and audio for company use on websites and social media. This helped educate dealers and employees on important issue, events and how to increase sales and cut cost.
- Responsible for a monthly multi-department interactive file. This helped field associates to be more organized, efficient and give a good impression to potential buyers by having all information in one place. This helped increase sales and gain or retain customers.
- Member of a special team creating presentations that helped gain and retain customers.

AMERICAN TIRE DISTRIBUTORS, Huntersville, NC

Web Designer and Content Management, 8/2013-3/2017

- Involved in the creation, content and function of the eCommerce business to business (B2B) websites including ATD Online, NTD Connect and big corporations like Walmart, Sam's Club and others.
- Worked with multiple departments and clients to design web banners, web ads, promotions and logos for the company and client websites.
- Managed the overall content of websites using Hybris, Celum and Oracle. This also included testing, troubleshooting and fixing websites in production, UAT and QA environments.
- Assisted the Tools & Supplies Department by designing web media, printed materials, e-mail promotions and other marketing materials. This helped promote specials and boost sales in a department heavily needing it.
- Drafted mock-ups, designs and functionality for web pages. This included making them more user friendly and efficient using UX design and methods.
- Responsible for the design layout of a mobile app used to assist salespeople in the auto industry.
- Involved in designing responsive websites to be used on tablets and in-store kiosks.

KNIGHT COMMUNICATIONS, Charlotte, NC

Graphic Designer and Web Designer, 8/2007-8/2013

- Responsible for the design of publications and magazines including layout, covers and ads. Improved the overall publications with excellent response from the advertisers and audience.
- Was responsible for designing web ads, banners and graphics for the publication websites. Also worked on maintaining and updating the websites as well as creating paid for pages. This helped the company's online exposure grow and bring in additional income.
- Was the website, e-mail and server administrator. Doing this helped save the company money by reducing the use of external IT companies.
- Supported sales staff and created company promotions to increase employee production and sales.

ADDITIONAL CAREER EXPERIENCE

- Have designed multiple publications and newspapers for an award winning printing company.
- Organized and restructured a company's prepress department for better efficiency.
- Have created designs for screenprinting on t-shirts and signs. Have also designed company logos.
- Won best design for *The Griffon 108 Army* publication in a national military publication competition.

EDUCATION

UNIVERSITY OF NORTH CAROLINA-CHARLOTTE, Charlotte, NC

Bachelor of Fine Arts