



T R A C Y M O O N

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O B J E C T I V E

I am interested in a remote, part-to-full-time relationship with a company that is looking for an experienced designer who is proficient in all aspects of graphic design, branding, naming, digital and print design and production.

W O R K E X P E R I E N C E

Every company needs a strong identity. As a visual identity designer I am well-suited to work in virtually any industry. I am fast, efficient, extremely creative, organized and both big-picture and detail-oriented. I specialize in providing companies with the elements they need to establish, refresh and/or promote their brand in order to get the credit they deserve.

To start my career I worked as a design or creative director for large design firms such as Landor Associates and Addison Design. I have owned my own firm, StudioMoon, for several decades, managing a staff of up to 15 employees. I now work independently and am interested in supporting small to medium-sized businesses who want agency-level design expertise in a more economical package.

C A P A B I L I T I E S

<i>Graphic Design</i>	<i>Website Design</i>	<i>Name & Tagline Development</i>	<i>B2B Advertising</i>
<i>Logo Design</i>	<i>Sales Materials</i>	<i>Imagery Development & Sourcing</i>	<i>Direct Mail</i>
<i>Creative Strategy</i>	<i>Print Materials</i>	<i>Trade Show Graphics & Themes</i>	<i>Content Development</i>
<i>Social Media Graphics</i>	<i>Digital Assets</i>	<i>Package Design</i>	<i>Equipment Graphics</i>

Proficient in all relevant software including Photoshop, Illustrator, InDesign, Microsoft Office, Wordpress, WIX and more