

Jay Moon

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EDUCATION

Rhode Island School of Design, B.F.A. Graphic Design, Computation Providence, RI | **Expected Graduation May 2026**

- Relevant Coursework:
 - *UI/UX Design, Web Programming, Intro to Computation, Intro to Book Arts, Typography I, II & III*

SKILLS & INTERESTS

Software: Proficient in Photoshop, Illustrator, InDesign, Figma, Premiere Pro, After Effects, Lightroom, Blender.

Design: Experienced in print, digital, and editorial design; UX/UI design; front-end coding; and prototyping.

Programming languages: Basic knowledge of HTML, CSS, Java Script

GRAPHIC DESIGN EXPERIENCE

RISD Store, Graphic Designer Providence, RI | January 2024 – Present

- Revised old marketing visuals to align with RISD's new identity, employing diverse color reproduction methods including ICC profiling for accurate color management.
- Designed brand graphics for digital and print materials, including social media posts, banners, newsletters, brochures, advertisements, merchandise, and events.
- Managed photography and related requirements for school merchandise, directed styling, ensured photo quality and content, and ensured that timeline requirements were met.

Cranston Print Works (QT Fabrics), Graphic Design Intern Remote | February 2025 – August 2025

- Created in the development of trend-forward brand packaging for a wide variety of products, including boxes, hangtags, labels, and more across various categories.
- Assisted in the creation of print and digital artwork including merchandising displays, sales collateral, advertisements, enhanced product content, websites, social media graphics, and trade show materials.
- Contributed to the development of marketing language and strategy with the Marketing Department and Creative Director.

Emily Lindberg Design, Graphic Design Intern Providence, RI | May 2024 – August 2024

- Implemented visual identity updates for the interior design company across websites and social media platforms (Pinterest, Instagram), establishing a constant brand voice.
- Created InDesign brand guidelines to set design aesthetics, standards, and conduct a style audit.
- Developed SEO and image labelling strategies to improve online presence, resulting in an additional 32,500 monthly viewers on Pinterest.

Brown Political Review, Designer Providence, RI | January 2025 – Present

- Member of design team for largest Brown/RISD club on campus (200+ members) established in 2013
- Assisted in production of print magazine and web articles with two publication cycles per semester.

Brown Film Magazine, Editorial Designer Providence, RI | October 2024 – Present

- Managed typography, imagery, and visual hierarchy to enhance readability and engagement while creating magazine spreads for a biannual film review magazine.

RELEVANT EXPERIENCE

Brown University, Project Artist (fellowship) Providence, RI | May 2024

- Created digital illustrations of the newly renovated Andrews House building from various angles, including traditional pen and ink techniques along with the watercolors.
- Utilized graphic design elements to revise illustrations for use in diverse applications including website, newsletters, and promotional items.

Rhode Island School of Design, Teaching Assistant Providence, RI | September 2023 – August 2024

- Assisted RISD classes including:
 - *Graphic Design: Visualizing Information, Exploration in Design, Experiential Drawing, Character Design for Fiction and Animation, and Experimental and Foundation Studies.*
- Photographed, retouched, and color-corrected a group of 15-20 students' work using Photoshop and Lightroom for portfolio documentation.
- Created and shared Photoshop tutorial videos on the discussion board for student reference.