

# Jay Moon

Providence, RI 02903 | [www.jaewonmoon.com](http://www.jaewonmoon.com) | Phone: (912) 707-7212 | E-Mail: [jmoon03@risd.edu](mailto:jmoon03@risd.edu)

## EDUCATION

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**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

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**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

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**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 – May 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

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**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.