

Jay Moon

Graphic Designer • jmoon03@risd.edu • www.jaewonmoon.com • Providence, RI

EDUCATION

Rhode Island School of Design (RISD) | Providence, RI

- **BFA 2026**, Graphic Design with a concentration in Computation, Technology, & Culture.

WORK EXPERIENCE

Graphic Design Intern, Emily Lindberg Design

June 2024–August 2024 | Providence, RI

- 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.

Graphic Designer, RISD Store

January 2024–Present | Providence, RI

- 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.
- Contributed to the development of marketing language and strategy with the Marketing Department and Creative Director.

Graphic Designer, Brown Film Magazine

October 2024–Present | Providence, RI

- Designed and published a biannual film review magazine, managing editorial layouts and visual content.

SKILLS

- **Software:** Photoshop, Illustrator, InDesign, Figma, Premiere Pro, After Effects, Lightroom, and Blender.
- **Design:** Print, digital, and editorial design; UX/UI design experience; front-end coding and prototyping.
- **Programming languages:** HTML, CSS, and Java Script

RELEVANT EXPERIENCES

Project Artist (Fellowship), Brown University

May 2024 | Providence, RI

- 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.

Teaching Assistant, Rhode Island School of Design

September 2023–Present | Providence, RI

- 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.