

Jay Moon

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EDUCATION

Rhode Island School of Design, *B.F.A. Graphic Design, Computation*

Providence, RI | **Expected Graduation May 2026**

GRAPHIC DESIGN EXPERIENCE

Cranston Print Works (QT Fabrics), *Graphic Design Intern*

Remote | February 2025 – Present

- Designed print and digital assets such as merchandising displays, advertisements, sales collateral, product content, websites, social media graphics, illustrations, and trade show materials.
- Created in the development of brand packaging for a wide variety of products, including boxes, hangtags, labels, and more across various categories.
- Contributed to the development of marketing language and strategy with the Marketing Department and Creative Director, leading to a 128% increase in social media exposure, 110% in engagement, and 57% in post saves.

RISD Store, *Graphic Designer*

Providence, RI | January 2024 – Present

- Aligned with RISD's new brand identity, updated existing marketing visuals by applying the brand's specified typefaces and color reproduction modes tailored to digital and print platforms, maintaining a consistent tone and manner.
- Designed brand graphics including social media posts, B2B banners, newsletters, brochures, advertisements, mockups, merchandise, and events posters.
- Managed photography and related requirements for school merchandise, directed styling, ensured photo quality and content, and ensured that timeline requirements were met.

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.
- Optimized SEO and image labelling strategies to improve online presence, resulting in an additional 32,500 monthly viewers on Pinterest.

ACTIVITIES

Brown Political Review, *Editorial Designer*

Providence, RI | January 2025 – Present

- Designed publications and web articles for Brown University's nonpartisan political journalism magazine, produced in 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

Project Artist (Fellowship), *Brown University*

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.

Teaching Assistant, *Rhode Island School of Design*

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.

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.
- Programing languages:** Basic knowledge of HTML, CSS, JavaScript.