



L. Veronica Moore

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Experience

Sr. Visual Information Specialist/ Team Lead

06/2008 - Present | US Army IMCOM, Family and MWR Programs

- Develop, plan and execute print and web graphics imagery
- Co-developed and led select team in development of SharePoint Project Management System, utilizing tools available to provide work flow efficiency
- Redesigned and update functionality of web pages allowing user to more easily navigate organization's key MWR programs.
- Maintain integrity of brand identity
- Manage Marketing team's project workflow to effectively meet deadlines ensuring customer's expectations are met.

Brand Consultant and Freelance Designer

01/1998 - Present

- Collaborate with clients, fundraiser, business owners, other freelancers and vendors for the development and delivery of print materials and web design
- Coordinate multiple projects from conception through completion including production (to include determine appropriate graphics, illustration or photography)

Art Director

01/2004 - 06/2008 | EWTN Global Catholic Network

- Supervise graphic designers in both Domestic and International divisions
- Oversee printing requirements, production, bidding process as well as on-press inspections to ensure quality and cost-effective delivery
- Collaborate with team, Directors of Communications, Marketing, Radio, Production, and Promotions departments.
- Responsible for maintaining brand identity in creative layouts of advertising campaigns, direct mail pieces, magazine-newspaper advertisements, posters, flyers, display/exhibit tradeshow booths, conference agendas and directional signage
- Provide assistance with editing, photo shoots and public relations.

Design

Visual Design
Illustration
Information Architecture
Storyboarding
Wireframing
Interaction Design
Interface Design
Design System
Prototyping

Research

Usability Testing
Synthesized data

Technical

Adobe Creative Cloud
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe After Effects
Figma
Adobe XD
HTML, CSS, Processing
SharePoint

Education

University of Southern MS,
BFA, Graphic Communications

Northwest Vista College
AA, Digital Media

Google UX Certification