

# kristi moore PEOPLES designer

kristidesignsmoore.com

204 Paterson Avenue  
Lodi, NJ 07644  
908.675.1640  
kdmp@kristidesignsmoore.com

## skills

- Digital & Print Design
- Art Direction
- Color Expert
- Typography
- Branding
- Concept Development
- Catalogs & Mailers
- Direct Mail
- Social Media
- Email Design
- Photo Retouching

## tools

- Adobe Indesign,  
Photoshop & Illustrator
- PowerPoint, Word & Excel
- Google Suite
- Invision
- Trello

## strengths

- Communication
- Consistency
- Collaboration
- Problem-solving
- Organization & Detail
- Deadline Management
- Flexibility
- Multitasking

I am a thoughtful designer of many things and I love what I do! With the start of a new project comes the excitement over the anticipation of what it will ultimately become... :)

## experience

### SCHOLASTIC INC.

Art Director

2013–Present

- Design print and digital assets for Scholastic Book Clubs. Projects include: social assets, emails, site updates, brochures and catalogs. Promotional pieces include: a yearly teacher calendar, posters, stickers, conference tote bags and book marks.
- Establish look for marketing campaign initiatives such as Pajama Drive, James Patterson Partnership and The New Orleans Book Festival. Design assets for each campaign including emails, social posts, site updates and print pieces.

### DIRECT BRANDS, INC. (Formerly Columbia House & Bookspan)

Managing Senior Art Director

2005–2013

- Oversaw a team of designers and production artists who, along with myself, developed and created catalog concepts and new member acquisition pieces for 7 DVD and book subscription-based clubs.
- For all 7 clubs, collaborated with cross-functional teams to deliver nearly 20 mailings of 32-page catalogs and companion pieces yearly.
- Worked with the business development team creating monthly TV and movie studio marketing pieces along with concepting ideas for potential partnerships that would open us up to new markets.
- Designed club exclusive hardcover book jackets for Black Expressions and the History Book Club.

### BERENTER GREENHOUSE & WEBSTER

Art Director

2002–2004

- BED BATH & BEYOND: Concepted and designed monthly flyers, print ads and in-store signage; oversaw photo shoots; created on-trend seasonal exploratories and mood boards.
- PARTY CITY: Concepted and designed weekly flyers and in-store signage; oversaw and directed photo shoots; worked closely with client to make sure end product met their expectations; collaborated with design team to ensure creative was consistent and on-brand.

### FREELANCE WORK (on-site and remote)

Graphic Designer

2000–2004

- Projects include logos, identity systems, brochures, organic food packaging, print ads & in-store signage, Broadway theater front-of-house graphics, playbills and print ads, corporate stationery and other print work.

### RUSSEK ADVERTISING

Art Director

1994–2000

- Concepted and designed theatre campaigns — including all collateral, print ads and direct mail.
- Supervised and approved press checks for 32 page brochures.
- Oversaw designers and retouchers.

## education

Pratt Institute; BFA in Art Direction