



## kelly r. moore

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### STATEMENT

My main goal as a visual artist in any medium is to be concise, clear, and functional in all design. As a graphic designer, my goals are to clearly define and organize necessary information individually for each project, as well as defining its visual presence through organization. My focus in graphic design is organization and three-dimensional problems. I love to take *anything* from chaos to order, from dirty to clean, from useless to efficient.

### EDUCATION

Fall 1998 - Dec. 2002 University of Oklahoma  
Bachelor of Fine Arts - Visual Communications, minors in History and Art History  
3.51 Cumulative GPA on a 4.0 scale  
Summer 1996 - Summer 1998 Tulsa Community College  
3.90 Cumulative GPA on a 4.0 scale

### WORK EXPERIENCE

Mar 2005-Present

Freelance Graphic Designer

I've been working on individual projects, from tee-shirt designs for movies and student groups to web site design and corporate identity logos. I've also been working on illustrations for book covers, as well as producing self-published books for independent writers.

Dec 2003-Mar 2005

Cookshack, Inc.; Norman

Graphic designer, advertising assistant, office assistant

Duties included creation of advertising materials including direct mail pieces, magazine ads, email newsletters, complete redesign of the company's commercial 150+ page website, redesign/creation of product literature, redesign of trade show exhibit for multiple target markets, as well as general office maintenance and reception. Skills included HTML, copy writing, proofing, copy editing, pre-press, environmental exhibit design, typesetting, active PDF creation.

Aug 2003-Oct 2003

Locke Supply, Oklahoma City

Graphic designer

Duties included editing and maintenance of 900+ page supply catalog and associated materials for plumbing/HVAC/electrical supply company. Duties also included creation of newsletter and promotional materials, as well as indexing of complete catalog.

May 2003-June 2003

The Tribune, Bethany

Advertising designer, production assistant

Duties included advertising creation, typesetting, and production for local newspaper.

Aug 2001-Variable (project based)

NetPlus, Inc., Norman

Designer

Duties included Adobe Photoshop manipulation, data entry - project based. Organization, interpersonal, flexibility, and independent learning skills necessary.

Aug 2001-Dec 2001

University of Oklahoma, Fine Arts Department, Norman

Student Lab Monitor

Monitoring visual arts computer lab. Duties included software and hardware upkeep and maintenance of 15+ Macintosh computers and peripherals. Troubleshooting problems quickly, independent thought, and interpersonal skills highly necessary.

### SOFTWARE PROFICIENCY

Adobe Products

Photoshop CS2, Illustrator CS2, InDesign CS2, GoLive 4.0, PageMaker 7.0, Acrobat Professional 7.0

Macromedia Products

Flash MX, Dreamweaver MX, Freehand MX

Other

Quark Xpress 6.0, HTML 3.0, Microsoft Office Suite 2003, Corel Graphics Suite x3, MindManager X5 Pro