



# BRENNAN MOORE

## Graphic Designer and Illustrator

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### EXPERIENCE

#### April-May 2020

Design Intern, Rev-X (a division of Transcend Education)  
New York, NY

- Part of a team that developed a new brand identity for the organization, including the creation of a brand style guide, brand colors, a logo, a pattern, an illustration, photography styles, and a presentation template
- Sketched logo ideas that explored directions for the brand
- Rendered multiple logo ideas in Adobe Illustrator that were presented to the organization
- Created pattern ideas and got feedback from the organization on which pattern worked best with the brand
- Created the illustration used for the website header based on styles we had selected and presented to the organization

#### January 2020–May 2020

Presenter/Designer, National Student Advertising Competition  
The Modern College of Design, Kettering, OH

- Responsible for orally delivering a 20-minute presentation, along with three other presenters, of a fully developed marketing campaign for Adobe
- Required to thoroughly understand and research the entire campaign in order to answer any questions from the judges
- Designed deliverables, visual data, and other needed elements, working under the direction of the creative and art directors
- Researched data and provided strategic marketing information
- Team won first place at the District V American Advertising Federation competition

#### September 2018–March 2020

Student Worker, The Modern College of Design, Kettering, OH

- Supervised library and print room procedures
- Gathered materials in timely fashion to process for return
- Resolved student difficulties with system errors

#### Other Design Experience

- Chosen to illustrate, design, and develop a series of proprietary icons for the Rotary Club of Dayton newsletter and flyers
- Designed the book cover for *A Kingdom at War: A Practical Look At Combating The Demonic and Their Kingdom of Darkness* by author Christopher M. Collins
- Photographed and edited pictures for Ronald McDonald House Charities Dayton *Doors of Compassion* event

### EDUCATION

#### August 2018–May 2020

The Modern College of Design, Kettering, OH  
Associate Degree of Applied Business in Design

- Took technical courses in traditional print/package design, web design, UI/UX, introductory web development, photography, motion, and illustration, as well as general education courses in English, art history, psychology, marketing, and communications
- Achieved The President's List honor for a cumulative GPA of 3.75 or higher
- Attended an AAF Dayton professional networking event featuring Tom Cocke, group creative director of The Buntin Group in Nashville, TN
- Spoke to prospective students and answered questions during admissions tours and returned to Northwest High School in Cincinnati to speak to students in art classes
- Member of Eikon Collective, a faith-based club that met weekly to create community among students
- Worked Open House events, including set-up and tear-down

### SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Media Encoder
- Adobe Audition
- Adobe Lightroom
- Basic HTML/CSS
- InVision
- Sketch
- Slack
- Trello
- Microsoft Word
- Microsoft PowerPoint
- Illustration (digital and traditional)
- Procreate / iPad / Apple Pencil
- Digital photography (basic photo editing, studio lighting/equipment)