



# JEFFREY MOORE

WEB DESIGNER x GRAPHIC DESIGNER x ILLUSTRATOR

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## AWARDS AND ACHIEVEMENTS

**6 AIPH Dean's List Awards**  
**5 AIPH Academic Recognition Awards**  
**3 AIPH Best of Quarter Awards**  
**Achieved a 4.0 at AIPH Summer 2010**  
**Recieved the AIPH Academic Achievement Award Summer 2010**

## EDUCATION

### Art Institute of Philadelphia

BS Web, Design and Interactive Media  
Graduated Sep 2010

### New Jersey City University

Digital Illustration, Sophmore  
1997 - 1999

### US Navy, Navy College

Military Information Systems Technology  
1999 - 2003

## EXPERIENCE

### Designer/Founder

*Phish Craft*

*March 2012 - Present*

Created Websites and Header Graphics, on the Wordpress CMS and on standalone hosting servers for a variety of clients. Applied story centered design concepts to create a variety of branding and marketing assets such as: Character Designs, Logo Designs, DVD Covers and Book Covers.

### Graphic Designer

*Day 1 Fitness Solutions*

*March 2011 - Present*

Created logo designs, web page headers, T-shirt, designs, DVD covers, and packaging and letterhead designs using to enhance the branding and advertising potential of this personal and tactical fitness training company.

### Web Designer

*Magnatrol Valve Corporation*

*March 2011 - May 2013*

Hired through Synerfac Technical Staffing to create a dynamic, standards compliant website designed to increase sales and customer satisfaction in the solenoid valve industry. Provided Flow charts wire frames and page designs.

### Jr. Programmer

*American Law Institute*

*November 2010 - November 2011*

Assisted the Senior Programmers with the creation of server side applications for web and internal servers. Worked closely with graphic designers to develop elegant front-end applications.

### Graphic Design Intern

*Aurora Imaging Company*

*June 2010 - September 2010*

An intership where I assisted the Lead Graphic Designer on a variety of client projects while increasing my proficiency in web and graphic design.

### Logistics and Readiness Petty Officer

*United States Navy Reserves*

*December 2003 - March 2006*

Performed a variety of design, logistics, and administrative tasks in support of sea based operations both domestic and aboard.

### Information Systems Supervisor, Electronic Keying Materials Clerk (EKMS)

*US Navy*

*September 1999 - September 2003*

Utilized modern information systmes technologies in support of fleet operations abroad. Attained rank of E-5, maintained Top Secret security clearance. Enlisted Surface Warfare (ESWS) qualified.

## SKILLS

### Programming

HTML/XHTML || HTML5 || CSS(2,3)|| AS3  
|| Javascript || XML || PHP || Ajax|| JSON  
|| ColdFusion || JQuery || SQL/MySQL||Word Press

### Software

Photoshop || Illustrator || InDesign  
|| 3DS Max || Dreamweaver || Flash  
|| Adobe Acrobat || Corel Painter X