

# Hello, my name is Jay. I like to build things.

JAY MOORE  
ART DIRECTION, DESIGN & ILLUSTRATION  
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## AOL

### PRINCIPAL DESIGN LEAD, AUTOS CHANNEL

January 2009 - Present | Located in Dulles, VA

Lead designer for design initiatives, brainstorming / prototyping / flash demo's for potential new products, web and user-interface design, illustrations, story boarding, mood-boards, rich-media online advertising campaigns.

## PERFECT SENSE DIGITAL

### ART DIRECTOR

June 2008 - November 2008 | Located in Reston, VA

Web and print design, user experience design, flash design & development, prototyping, widgets, online ad campaigns, illustrations

## SITEWORX

### SENIOR VISUAL INTERACTIVE DESIGNER

January 2008 - June 2008 | Located in Reston, VA

Web and print design, flash design & development, branding, illustration, iconography, & story boarding

Clients: Axiom Stack, U.S. News & World Report, American Diabetes Association, AOL

## AOL

### SENIOR VISUAL INTERACTIVE DESIGNER, TEENS & KIDS GROUPS (RED & KOL)

May 2007 - December 2007 | Located in Dulles, VA

Lead designer for design initiatives, brainstorming / prototyping / flash demo's for potential new products, web and user-interface design, illustrations, story boarding, mood-boards, rich-media online advertising campaigns

## AOL

### SENIOR VISUAL INTERACTIVE DESIGNER, COMMERCE CHANNELS | AOL SHOPPING, AUTOS, REAL ESTATE, TRAVEL

August 2004 - May 2007 | Located in Dulles, VA

Lead designer for design initiatives, brainstorming / prototyping / flash demo's for potential new products, web and user-interface design, illustrations, story boarding, mood-boards, rich-media online advertising campaigns

## WASHINGTON POST NEWSWEEK INTERACTIVE FLASH DESIGNER, COMMERCIAL DESIGN DEPARTMENT

April 2002 - August 2004 | Located in Arlington, VA

Web and user-interface design, rich-media online advertising campaigns, story boarding, print design for marketing collateral

Clients: Dodge, L.L. Bean, Toyota, Ford, Nissan, Baltimore Orioles, Washington Redskins

## DKG DESIGN

### SENIOR WEB & PRINT DESIGNER

January 2000 - January 2002 | Located in Sterling, VA

Web and print design, story boarding, online advertising campaigns, logo design, illustrations

Clients: AOL, Netscape, CompuServe, Britches Great Outdoors

## INTELOS COMMUNICATIONS

### PRINT DESIGNER

March 1999 - January 2000 | Located in Waynesboro, VA

Point-of-Purchase design, newspaper and magazine ad design, posters and brochures

## SIGN PRO, LARGE FORMAT PRINTING & VINYL DESIGN DESIGNER

June 1998 - February 1999 | Located in Harrisonburg, VA

Head designer of studio. Responsibilities included overseeing the layout, design, and production of all job orders

## FREELANCING & CONSULTING | 1996 - Present

**EDUCATION:** James Madison University, 1993-1997 | B.S. in Art, with a concentration in Graphic Design

**ADDITIONAL INFO:** Presented at "Design Share" in January '09, Adjunct faculty teacher for the Corcoran College of Art & Design ('07), Sigma Chi Fraternity, illustrator for the JMU student newspaper "The Breeze", interned at WHSV TV3 summer of '96, worked at R.R. Donnelly & Sons printing company in the bindery and press rooms from 1993-96

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References available upon request