

Brandon James Moore

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Professional Summary

Versatile Graphic Designer with 14+ years of experience creating dynamic visual content and branding campaigns that drive engagement and increase sales. Proven ability to boost client market reach by 75% and generate 20% increase in customer engagement through strategic design and targeted promotional materials. Successfully completed over 3500 design projects, including cover art, motion graphics, and web design, while reducing production time and costs.

Work Experience

VZNINK | Toronto, ON

Freelance Graphic Designer | May 2010 – Present

- Augmented client market reach by an average of 75% and surpassed profit metrics by producing targeted promotional advertisements
- Designed and executed branding campaigns that improved client product visibility and contributed to 20% increase in customer engagement within key target markets
- Developed and maintained desktop and mobile websites using HTML, supporting e-commerce operations and steering 45% surge in online sales
- Completed over 1500 cover art and motion graphic design projects on schedule and within budget, consistently meeting client quality standards and project specifications
- Reduced production time by 50% through streamlined animation processes in After Effects, decreasing project turnaround times and saving design costs

Icon Digital Productions Inc | Toronto, ON

Creative Graphic Designer | July 2022 – July 2024

- Designed creative assets for client campaigns, delivering 3500+ projects annually that aligned with brand guidelines and exceeded client expectations for visual communication
- Collaborated with 15-member team to develop cohesive concepts, resulting in successful project completions that met client deadlines and budgets
- Maintained open communication with high-profile clients, including MLSE, Toronto Raptors, and Rogers Communications, ensuring satisfaction and fostering long-term business relationships
- Presented and pitched innovative design concepts to creative leadership, contributing to 45% increase in client-approved first-round submissions
- Created multiple layout variations and mockups per client brief, utilizing Adobe Photoshop to produce original artwork, image manipulation, and final production files

Canada Computers | Richmond Hill, ON

B2B Corporate Sales Representative | October 2018 – October 2020

- Managed portfolio of 210 customer accounts, generating \$675,000 in sales and \$60,000 in monthly profit through effective account management and proactive communication
- Executed approximately 50-90 cold calls daily, successfully securing leads and expanding customer base within B2B market segments
- Cultivated strong relationships with 500 clients, providing tailored solutions that led to high customer satisfaction

Skills

Graphic Design, Web Design, Advertising Campaigns, Branding, Formatting & Layout, Visual Arrangement, Photo & Video Editing, Multimedia Design, Project Management, Organic/Paid Social Media

Technologies

Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Premier, After Effects

Tools: XD, Media Encoder, Animate, Keynote, PowerPoint, Final Cut Pro,

Education

Diploma in Design | Seneca College | 2020