



BRETT MOYER

Graphic Designer

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🌐 brettmoyer.design

Education

Kutztown University of Pennsylvania

BFA in Communication Design – 2021 | GPA — 3.9

Concentrations in Graphic Design and Advertising Design

Skills

- Adobe CC Suite
- Social Media
- Email Marketing
- Advertising Design
- Package Design
- Editorial Design
- Brand Identity
- Microsoft Office Suite
- Project Management
- Strong Organizational Skills

Experience

Graphic Designer | Performance Food Centers | July 2024 - Present

- Conceptualizing advertising campaigns and product launches
- Create and edit social media content via Canva and Capcut
- Art directing quarterly magazine
- Working on multiple e-commerce websites via Shopify
- Product photography and editing
- Create trade show materials including banners, counter cards and info pamphlets
- Create menus, counter cards, punch cards, and tri-folds for clients such as; Gold's Gym, Crunch Fitness, and others

Freelance Designer | Agency M | March 2024

- Conceptualized advertising campaigns for the international BIO convention
- Created posters, banners, and digital imagery
- Worked within a team with an art director and copywriter
- Utilized Photoshop to isolate assets and make color corrections for a Comcast - Xfinity advertising campaign

Freelance Designer | May 2020 - Present

- A committee comprised of; St. Luke's, United Way, Pinebrook Family Answers, and others.
 - Logo and brand design utilizing symbolism and color theory
- Lehigh Valley LICC
 - Designed a logo utilizing symbolism and color theory
- Orbit Software / BusBoss
 - Applied brand guidelines and digital app logo designs
 - Photo editing and video editing
 - Designed trade show banners and animated displays