

Carter Moore

Contact

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Adobe Creative Suite

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Microsoft

Powerpoint
Excel
Word

Education

Bachelor of Science
University of Florida

Web Design

HTML/CSS
Webflow
Figma

Google

Sheets
Slides
Docs

Graphic Designer - Freelance, March 2022 - Present

- Developed intentional visual identities by taking clients through a full lifecycle of requirement gathering: leading meetings to gather brand specifics and outcome goals, setting project timelines, managing client expectations, iterating on designs, and delivering final designs and use guidelines.
- Utilized Adobe Creative Suite (Illustrator, Photoshop, InDesign) in tandem with the client's goals, to design brands that included simple and effective logos and wordmarks, color theory, balanced typography, brand patterns, mockups, and wireframes.
- Developed and articulated design concepts, ensuring they align with project goals and outcomes.
- Increased client revenue by an average of 77% through co-creating a brand revamp to specifically target the audience's perceived value of the brand and developed an identity that aligned with a significantly increased interest and purchase rate.

Manager - EXOS, November 2019 - Present

- Designed marketing materials that increased internal client engagement of programs by 48% based on user research and consideration of target market preferences.
- Crafted multiple campaigns of daily social posts with a goal of enhancing online presence and increasing engagement, leading to an 83% increase in company followers.
- Collaborated with customers to develop client-centered programs, increasing customer satisfaction, while maintaining a creative and engaging approach.
- Transformed over 100 client lives through individual health outcomes by creating and designing comprehensive training programs that exceed client expectations and accomplished stated goals.
- Increased employee health and wellness benefits program membership by 120% through research of prior program success factors, development of new attractive programs, and creation of an internal communication network to engage members through accountability.
- Led cross-promotion marketing initiatives between internal organizations, which lead to an increase in overall cooperation and a strengthening of organizational relationships.

Director of Coaching - Noble Clay, October 2020 - September 2021

- Designed internal processes for client progress assessments by defining core needs and functions of movement progressions, outlining refinements and dependencies based on individual progress, testing iterative changes, and troubleshooting.
- Led weekly staff development meetings and created staff evaluation criteria based on individual roles and overall business goals which resulted in a higher level of efficiency and productivity.
- Managed annual fundraiser logistics, coordinated with cross-functional teams, evaluated feasibility scenarios, developed processes for day-of events.
- Created client-centered program design based on the needs of the client, daily communication of progress, and overall projections of goals with an average roster of 25-30 clients.