

Allan Moody

Graphic & Web Designer

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experience

June 2012-Present

Digital Art Director
 PIE Advertising, New York, NY

- + Led the design and development of Target's client-facing Beauty Concierge program management website.
- + Designed and Developed native iPad apps for numerous activation events.
- + Lead designer and developer for the Children of Domestic Violence Foundation website with modern web technologies.
- + Lead designer for the new Apple and Eve Juices website Set to Launch August 2013.
- + Designed and Developed the weekly html email campaign for Target's Beauty Concierge Program & Montecristo Social Club.

May - June 2012

Graphic & Web Designer
 The Pekoe Group, New York, NY

- + Responsible for maintaining numerous Broadway show websites.
- + Designed and created trade ads for an extensive list of Broadway shows.

Oct 2011-May 2012

Design Consultant
 DCI Group, Washington, DC

- + Created website templates and translated them into fully functioning websites using HTML and CSS.
- + Designed and created custom HTML newsletter templates for an extensive list of Fortune 500 companies.
- + Created the website layout for a major potilical campaign.
- + Designed and created multi-page brochures, weekly report templates, and report graphics for various Fortune 500 companies and major political clients.
- + Created multiple banner ads, both animated and static, to be used in various online newspapers.
- + Managed and edited numerous Fortune 500 companies and coalition websites using CMS tools such as Wordpress, Joomla! and Drupal.
- + Designed and created client specific tradeshow sponsorship print banners.

May 2011-May 2012

Graphic & Web Designer
 RAINN, Washington, DC

- + In charge of re-branding campaign for RAINNmakers, the volunteer subsidiary of RAINN.
- + Designed and created new logo, color palette, printed collateral, and online ads.
- + Redesigned corporate logos and created various banner ads for specific marketing campaigns and initiatives.
- + Designed and created micro-site for the RAINN e-Card Design Contest. Created multiple corporate Flash e-cards celebrating specific holidays.
- + Redesigned corporate donation forms and corporate letterhead. Designed corporate holiday card.

professional skills

Photoshop	● ● ● ● ● ●
Illustrator	● ● ● ● ● ● ● ●
InDesign	● ● ● ● ● ● ● ●
Dreamweaver	● ● ● ● ● ● ● ●
HTML/CSS	● ● ● ● ● ● ● ●
Flash	● ● ● ● ● ● ● ●
WordPress	● ● ● ● ● ● ● ●
Typography	● ● ● ● ● ● ● ●

education

B.S - Mass Communications
 Concentration in Creative Advertising
 School of Mass Communications
 Virginia Commonwealth University
 Richmond, VA
 May 2011