

Patrick Moore

Visual Strategist. Brand Enthusiast. Storyteller.

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Profile

Experienced and creative strategist

Highly skilled brand creator and facilitator

Proven strengths of producing exceptional print, video, web and related collateral

Effective communicator with clients, partners, and global co-workers

Adapt at creating and implementing marketing plans

Skills

Expert with Adobe Creative Suite

Efficient with Microsoft Office

Professional photographer/
videographer

Experienced with site analytics and adwords

Working knowledge of HTML, CMS and WordPress

Education

Bachelor of Fine Arts,
Central Michigan University, 1989

Experience

Enthink

Edmonton, AB Canada

Nov. 2016 - Present

Information Architect / UX

Organize and optimize IA to provide the most effective passageways through customer websites. Focus on implementing best practices which improve the quality of the users experience. Promote adoption of accessibility standards which supports user behavior through greater access to information. Assist and advise on building taxonomy structures to allow for better content management and improve search capabilities.

Creative Design Consultant

Jun. 2003 - Present

Develop relationships with advertising agencies as well as grow a network of design clients. Create specialized websites, brand identity, marketing collateral, custom photography and photography editing, record client video testimonials and events. Clients included international and local, non-profit and for profits companies.

Altair

Troy, MI USA

Contract: Jul. 2003 - Jan. 2004 / Full-time: Jan. 2004 - Jun. 2015 / Contract: Jun. 2015 – Nov. 2016

Creative Marketing / Global Brand Manager

Responsible for maintaining corporate and multiple company business line brand identities. Coordinate events, campaigns, and collateral with both national and international offices and co-workers. Through the use the creation of data sheets, brochures, websites, testimonial videos, webinars, and more, we promote products and educate clients of the ever expanding scope of company offerings. Track campaigns and events through analytics to learn from the successful projects and from the less successful projects.

Ideas and Images

Pontiac, MI USA

Dec. 2000 - Jun. 2003

Art Director

Responsible for the creation of marketing and advertising collateral for assigned local and multi-national companies. Projects included advertising campaigns, website design, animation design, brand identity and event planning. Work with the Creative Director and design team ensure the clients projects were completed correctly, within budget and on-time.

Experience

Blacklight Creative

Pontiac, MI USA

Jul. 1999 - Dec. 2000

Creative Director / Co-owner

Develop and implement various design projects based upon client needs. Served both large and small, local and national businesses. Coordinate photoshoots with local photographers and hired talent. Responsible for the creative direction of the company as well as maintaining client relationships.

Banta Healthcare

Troy, MI USA

Jul. 1998 - Jul. 1999

Lead Graphic Designer

Assist Creative Director in producing collateral which showcased the companies line of paper and plastic healthcare products. Plan and implement catalogs, advertisements, fact sheets, and specialty designs while overseeing staff of additional graphic designers.

Word Baron

Farmington Hills, MI USA

Oct. 1995 - Jul. 1998

Graphic Designer

Create automotive parts catalogs for major automotive companies. Edit supplied client images to meet design and printing specifications. Interfaced with internal team to ensure quality specifications were met.

Midwest Publishing

Novi, MI USA

Jul. 1992 - Oct. 1995

Graphic Designer

Design and produce quarterly magazines for veterans and police organizations. Meet with each client to plan publication content and deadlines. Coordinate with external writers to refine message of each magazine to the clients specifications.

Experience

Kinko's Copies

Mount Pleasant, MI USA

Sep. 1991 - Jul. 1992

Shift Manager / Graphic Designer

Liaison for custom printed materials. Aid in creation and production of customer materials. Responsible for shift deadlines and personnel.

GraphAds / Morning Sun Newspapers

Alma, MI USA

Jul. 1989 - Sep. 1991

Graphic Designer

Responsible for creating daily and weekly advertisements for the local merchants. Knowledge of print process was a must due to the nature of pre-computer layout and design. Work with multiple sales executives to meet desired deadlines.