

# Derek Moser

Graphic Designer and Production Artist / San Francisco, CA

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## SUMMARY

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I'm a graphic designer and production artist with over 10 years of experience producing creative, compelling designs and preparing marketing materials for print and web with every detail triple checked. I enjoy working part of the team, but am also fine working independently.

## EXPERIENCE

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### **Spratt Media / Palo Alto, CA**

Spratt Media is a design agency that partners with major tech companies. Services include presentations, interaction, animation, illustration, and design.

#### **Production Artist (Contract)**

Jan 2014 - present

- Support the studio manager by working on tasks for current projects including updating After Effects video animations and Keynote decks so they could focus on the creative direction of larger upcoming projects and have more time to collaborate with clients.
- Source and curate hundreds of photo, logos, and video assets — used in video animations — into a well organized and logical folder structure to be easily accessed by the studio.

### **Hogarth Worldwide / Sunnyvale, CA**

Hogarth Worldwide is a WPP-owned marketing agency with over 7,000 employees with an annual revenue of \$1 billion. They help major brands from all over the world reach their target audience.

#### **Graphic Production Artist (Contract)**

Jan 2022 – Sep 2022

- Contributed to the success of the team by preparing client-provided marketing materials for the localization team to the level of accuracy expected by our world-renowned client and meeting non-negotiable deadlines for very high-profile, international product launches. My productivity increased and my error rate decreased as I became more skilled. As a result, I was able to take on additional work which allowed the team to handoff work to the localization team early.
- Collaborated with team leadership and other colleagues in order to fully understand the goals of the project and to bring up any issues. As a result, I was able to get projects handed off with minimal mistakes and handed off before deadlines.
- Adhered to strict brand guidelines including: logo usage, corporate colors, typography, layout, and more in order to maintain the highest level of brand integrity through all marketing channels.

#### **Mechanical Artist (Contract)**

Aug 2021 – Oct 2021 / Feb 2020 – Mar 2020 / Aug 2019 – Sep 2019

Feb 2019 – Mar 2019 / Aug 2018 – Sep 2018 / Feb 2018 – Mar 2018

- Accurately localized client-provided marketing materials, for both print and web, to agency-set standards. As I became more skilled my productivity increased, while my error rate decreased. As a result, I was able to take on additional projects which allowed the team to handoff work to channel partners and printers before deadlines.
- Collaborated with team leadership and other colleagues in order to fully understand the goals of projects, deadlines, and brought up any issues to avoid delays.
- Followed strict brand guidelines including: logo usage, corporate colors, typography, layout, and more in order to maintain the highest level of brand integrity through all marketing channels.

## **Minted.com / Oakland, CA**

Minted is an online marketplace of high-end merchandise designed and sourced by over 16,000 independent designers and artists.

### **Design Associate (Seasonal)**

Nov 2016 – Jan 2017 / Nov 2015 – Jan 2016 / Nov 2011 – Dec 2011

- Adapted quickly to the production process and was able to increase team productivity.
- Refined holiday cards and wedding invitations — photo editing, layout, type setting, etc. — for customers to get them approved, printed, and shipped to the customer on time.

## **Cathedral of Faith / San Jose, CA**

Cathedral of Faith is a non-denominational Christian church that serves their community through their ministries.

### **Graphic Designer (Volunteer)**

Aug 2013 – Jun 2015

- Updated outdated marketing materials with new, compelling designs, as well as created new marketing materials which resulted in a significant participation increase in their events and ministries.

## **LunaGraphica / Sunnyvale, CA**

LunaGraphica was a graphic design studio who provided marketing services to small businesses.

### **Graphic Designer (Full-time)**

Jun 2014 – Jun 2015

- Contributed to the average of 20% revenue increase of small businesses by designing compelling social media graphics that got the word out about their various promotions.

## **PaperCulture.com / Millbrae, CA**

PaperCulture is an eco-friendly online marketplace for holiday and Christmas cards, as well as invitations.

### **Production Artist (Seasonal)**

Oct 2013 – Dec 2013

- Quickly adapted to the workflow which allowed me to be a valuable asset to the team.
- Improved holiday card designs — photo editing, layout, type setting, etc. — for customers to get them approved, printed, and shipped to the customer on time.

## **TreeRing.com / San Mateo, CA**

TreeRing provides on-demand digital printing of customizable yearbooks for schools in the U.S. and Canada.

### **Graphic Design Artist (Contract)**

May 2013 – Oct 2013

- Researched and brainstormed concepts to create compelling themed backgrounds and graphics to be used in yearbook templates for students all over the country. My templates were chosen by 15% of students in 2014.

## **TOOLS**

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Photoshop / Illustrator / InDesign / After Effects / Acrobat Pro / Adobe XD / Keynote / HTML 5 / CSS 3  
VS Code / Word / Excel / Power Point

## **EDUCATION**

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### **The Art Institute of California - San Francisco**

Graphic Design / Bachelor of Science