jenny moore-diaz

Graphic Designer + Art Director

jenny@jennymdiaz.com ✻ 559 917 7288 ✻ www.jennymoorediaz.com

Graphic designer and art director with experience developing visual concepts and carrying them through editorial, campaign, event, digital and print production. I work directly with clients and collaborators to turn an idea into clear, engaging work across platforms.

Experience

Freelance Graphic Designer & Art Director | 2012-Present

- Develop visual concepts and campaign materials for clients including CA GROWN, California Prunes, and Slow Flowers, working directly with clients from brief through production.
- Develop brand identities and extend them across illustrated artwork, product photography, hangtags, stickers, and other branded materials.
- Design editorial materials, including annual reports for CA GROWN and Fresno County Fire Protection District and *Botanical Couture* magazine for Slow Flowers.
- Designed book covers and contributed to book design and illustrations for Bloom Imprint publications.
- Create large-format graphics for trade show booths and events, including backdrops, posters, and signage.
- Design apparel and merchandise, including T-shirt graphics for California Prunes, Nest Pilates, and MetalMark Climbing Gym and a hand illustrated bandanna for California Prunes.
- Bring original illustration to projects through watercolor and hand-drawn work; designed an educational board game.
- Photograph and edit food and product imagery for client projects, alongside portrait and event photography.
- Coordinate with apparel, sticker, and commercial print vendors to confirm dimensions, materials, and file specifications through final production.

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Experience continued

Val Print | Graphic Designer | 2007–2012

- Designed logos and print materials for a range of clients, including brochures, posters, postcards, invitations, business cards, and presentation folders.
- Created large-format graphics, including vehicle wraps.

Shop559/Prints in Color | Graphic Designer | 2007

- Designed client logos and print materials, as well as a local business publication featuring articles, advertisements, and coupons.
- Managed the publication's layout and assembled its content for print.

American Zabin International | Graphic Designer | 2005–2007

- Developed apparel branding and packaging components, including hangtags, labels, rivets, buttons, stickers and promotional gifts for apparel brands.
- Turned design concepts into physical presentations and worked directly with sales staff and company partners to clarify project needs.
- During a creative leadership transition, coordinated assignments for other designers and helped guide their work while continuing my own design projects.

Skills

Creative Skills

Graphic Design • Art Direction • Brand Identity Design
Apparel + Merchandise Design • Hand illustration
Photography (product, portrait, and event) • Photo Editing
Print Production + Vendor Coordination

Software

Adobe Illustrator • Photoshop • InDesign • Lightroom

Education

Bachelor of Science in Art, emphasis in Graphic Design
California State University, Fresno | 2005

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