

WINTER V. MOORE

Graphic Designer | Visual Artist

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PROFESSIONAL SUMMARY

A creative and strategic Graphic Designer with 16+ years of experience producing marketing materials for print and digital platforms. Proven expertise in branding, publication design, and advertising with a focus on clear messaging, cost-efficiency, and audience engagement. Skilled at managing projects from concept to delivery, collaborating with cross-functional teams, and maintaining consistent visual identity. Passionate about designs that elevate brand impact and support strategic goals.

CAREER HIGHLIGHTS

- A. Wade Martin Innovation Team of the Year Nominee "Marketing & Communications" at Central Carolina Technical College - Issued February 2024
 - Top Titan Quarterly Recognition Award | Institutional Advancement Division - Issued December 2024
 - Best of the Pee Dee Favorite "Art Gallery" Issued by Morning News · Jun 2022
 - Best of the Pee Dee "Art Workshop Studio" Issued by Morning News · Jun 2016 & 2015
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PROFESSIONAL EXPERIENCE

Graphic Designer II

March 2022 - Present

Central Carolina Technical College, Sumter SC

(Full-time position supporting the marketing and communications team)

- Developed and produced a variety of marketing and advertising materials, including brochures, flyers, posters, newsletters, and digital content to support the college's programs and initiatives.
- Led and managed design projects from concept to final production, collaborating with communications specialists, photographers, and printers to ensure timely delivery and quality output.
- Worked closely with internal stakeholders, such as faculty and staff, to design visually engaging materials that communicated key messages to prospective students and the community.
- Streamlined design processes to increase efficiency, ensuring marketing efforts were aligned with the college's strategic goals while maintaining brand consistency across all communication channels.
- Utilized project management tools to track and prioritize design projects, ensuring deadlines were met for key marketing campaigns, including student enrollment and community outreach initiatives.
- Provided design and marketing consultation to departments, advising on ways to maximize the impact of materials while minimizing costs, especially in print production.

Visual Artist | Art Studio Owner

October 2013 - Present

Addie's Baby Paint & Sip Studio, Florence SC

Design and business development for an art studio offering creative workshops for children and adults

- Designed and developed promotional materials, including marketing collateral, digital ads, and event posters, to drive engagement and increase studio visibility.
- Collaborated with local schools and non-profits to create community outreach programs, incorporating design elements to attract new clients and promote events.
- Managed all marketing and design initiatives, ensuring brand consistency across social media platforms, email campaigns, and in-studio promotions.
- Advised clients on marketing strategies, including how to effectively leverage visual design to maximize impact while managing costs.

PROFESSIONAL EXPERIENCE (CONTINUED)

Graphic Designer

April 2007 – October 2020

Spartan Staffing - Palmetto Sign Company, Inc., Florence SC

Created custom signage, print materials, and digital designs for client projects

- Developed sales and marketing materials, including brochures, promotional campaigns, and signage, for corporate clients.
- Managed the design workflow, coordinating with external partners (printers, photographers) to ensure timely and accurate production of marketing materials.
- Advised clients on design strategies to streamline costs, including material choices and production methods to maximize budget efficiency.
- Coordinated and tracked design projects using project management software to meet client needs and deadlines.

EDUCATION

Bachelor of Arts in Studio Arts (Concentration in Graphic Design)

South Carolina State University – Orangeburg, SC

TECHNICAL SKILLS

- **Design Software:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, CorelDRAW)
- **Project Management:** Solarwinds, Fresh Service, Monday.com, CRM tools
- **Web & Digital Design:** WordPress, UI/UX, Email Campaigns (Mailchimp, ConvertKit)
- **Social Media & Advertising:** Facebook/Instagram Ads, Conversion Tracking
- **Office Software:** Microsoft 365 Suite (Excel, PowerPoint, Word, Teams)
- **Production:** Vinyl Cutting (I-ONLINE Plotter), Print Production Management

RELEVANT EXPERIENCE & STRENGTHS

- **Project Management:** Successfully managed design projects from concept to completion, ensuring deadlines were met, budgets were adhered to, and designs aligned with client goals.
- **Design for Communication:** Extensive experience designing marketing materials (brochures, newsletters, ads) to effectively communicate key messages and engage target audiences.
- **Client Collaboration:** Skilled in collaborating with internal stakeholders and external clients to translate project requirements into creative solutions that maximize impact while minimizing costs.
- **Cost Efficiency:** Consistently advised clients on cost-effective design solutions that maximize the impact of materials without exceeding budgets.

ADDITIONAL QUALIFICATIONS

- **Proficient in** design tools such as Adobe Creative Suite and various project management software
- **Expertise in** designing communication materials across print and digital formats
- **Experience in** managing production processes, from coordinating with vendors to final delivery
- **Ability to** present design concepts to clients and stakeholders, ensuring alignment with business objectives and marketing strategies

PORTFOLIO

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<https://shorturl.at/pYydZ>



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www.linkedin.com/in/wintermoore



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