

## Roberta L. Moore

6755 East River Road  
Fridley, Minnesota 55432  
Phone (763) 614-7607  
[robertamoore2@mac.com](mailto:robertamoore2@mac.com)

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### About Myself

I'm a person of varied interests, Graphic Designer, Web Designer, dabbler in many things. Experienced in all things related to graphic design, working on being able to say the same about web design. I can and have learned a little something about everything, and I mean everything. My biggest talent is the ability to adapt, to take on new things and accomplish something I thought would be outside my realm of normal. I was once told that learning something new would keep the mind young and since I plan on living to at least 125, I need all the stimulus I can get.

I am a talented designer with the ability to give a client what they want even if they're not really sure what that is. I can take what I design and put it into code for the web, set it up for print / publication, or morph it into a multimedia campaign.

In the day-to-day scheme of things, I'm a great employee. I'm equally comfortable working with a team or on my own. I'm a self-starter with a lot of skills – that can be applied to any situation.

My strengths – I'm talented, creative, motivated, inquisitive, giving, I can admit when I'm wrong.

My Weaknesses – I have a hard time saying NO, I can over commit, I don't really like being on the phone, and there is no life without coffee.

### OBJECTIVE Web/Graphic Designer, Creative Services

### QUALIFICATIONS

Web Designer / Graphic Artist / Advertising Director with a strong background in web and print media. Experienced in both Macintosh and Windows environments. Knowledgeable in most software related to web and graphic design. Above proficient in Adobe Suite Software, QuarkXPress, HTML, CSS, Java script and many others, including Microsoft Office. Extensive experience in art direction, web design, page layout and pre-press production. Demonstrated ability to meet deadlines, produce high impact visuals, work independently, and reliably. Strong conceptual skills. Proven ability to work with people at all levels of a project and the knowledge to see the job through from start to finish.

### EDUCATION

Bachelor of Science in Information Technology with a concentration in Web Design  
University of Phoenix – currently pursuing

Associate of Arts Degree – Web Emphasis  
North Hennepin Technical College, Brooklyn Park, Minnesota

Two-Year Certificate – Commercial Art Program  
Hennepin Technical Center, Brooklyn Park, Minnesota

## **EMPLOYMENT**

### **Freelance Graphic & Web Design 1996 to Present**

Moore Art Design & Web LLC - Fridley, Minnesota

Designing corporate identities and communications including specialized advertising and web design.

This has been an on-going freelance business for many years with a strong client base specializing in the advertising of show dogs and small businesses.

### **Small Business Owner 2002 to 2011**

Animal Accents, Inc., Plymouth, Minnesota

Designing all the support materials it takes to run a small business including web, booth and point of purchase.

### **Graphic Designer for the DFL Caucus 1999 to 2002**

State of Minnesota House of Representatives - St. Paul, Minnesota

Designing constituent related materials.

### **Art Director / Graphics Engineer 1994 to 1996**

M.R. Danielson Advertising Associates - St. Paul, Minnesota

Specializing in corporate communications.

Using my imagination, creativity and digital design knowledge to create business-to-business and business to client advertising.

### **Graphics Engineer 1993 to 1994**

Color Advantage Edina, Minnesota

A progressive advertising and design studio.

Working in an environment with other artists, writers and marketing professionals to provide clients with all their advertising needs. Working in a service bureau capacity dealing with all types of software, taking an idea from the mind, to the press, and into the market. This was a great opportunity to learn problem solving on a large scale due to the uniqueness of every project.

### **Advertising Director 1991 to 1993**

MicroVoice Applications, Inc. Minneapolis, Minnesota

A private company providing sales and service of computer equipment designed to generate 1-900 voice applications.

When hired by MicroVoice Applications, Inc. I was asked to develop and direct an advertising department. This included purchasing the necessary equipment, forming policy on what type of advertising support would be offered to our customers, designing a corporate identity, and the interviewing and hiring of the art department staff. With the amazing growth of this company the position included dealing with outside vendors for photography, camera-ready output, film and printing. As Advertising Director, I handled the advertising needs for our product in over 300 national publications

### **Art Director 1989 to 1991**

Lieberman Enterprises Minnetonka, Minnesota.

One of the largest music and video merchandisers in the U.S., a subsidiary of Live Entertainment.

Responsible for print advertising from concept through production. Produced projects in partnership with a marketing manager for accounts such as Walmart, Sears/Stars, Hypermart, Alco, and Ames. Conceptualize a project taking into consideration budget, time, target audience and product. Coordinate production procedures including layout, client approval, keyline, typesetting, and photo direction. Directing completion of project through printing phases and shipment to client or publication.

**Layout Artist / Art Director 1985 to 1989**

Red Owl Stores Inc. - Hopkins, Minnesota  
A major Midwest grocery wholesaler.

Responsible for a number of projects from creation to distribution. Projects included full responsibility for 35 6-page ads a year, with a circulation of over 1/2 million homes, covering the 5-state area. Dealing directly with stores on special promotions such as Grand Openings, Anniversaries, etc. Also a 2-page weekly full-size newspaper ad that serviced Freshmart Food Stores. Plus, a 1-page weekly tabloid size ad that serviced Red Owl Independent Retailers. Duties included In-house product illustrator.

**Miscellaneous Jobs**

Throughout the years along with my career in Graphic design I have always held a second job, usually something of interest to me. I currently work part time for a National Dog Photographer "The Winning Image" and as a fill-in Surgery Technician for MetroPet Animal Hospital.

**AWARDS**

News Letter Editor-Large Club, German Shepherd Dog Club of America (GSDCA) 1990-2000, - "Best News Letter."

Video Software Dealers Association (VSDA Viddie Award) - Special Event "Christmas Surprises 1990"

Video Software Dealers Association (VSDA Viddie Award) 1991 - Special Media Direct Mail "Titles Magazine"

Printed Industry of the Twin Cities (PITC) 1986 "Poster Design" / First Place

Legislative Commission Minnesota Resources (LCMR) 1987 "Logo Design" / First Place

**MISCELLANEOUS**

Samples, salary requirements, client list and references available upon request.

**Other Specialties and Activities Include:**

Member of the Graphic Artists Guild.

Showing, training, and breeding of German Shepherd Dogs.

Member and Website Manager German Shepherd Dog Club of Minneapolis & St. Paul.

Member of the German shepherd Club of America, Member of the Anoka County of Minnesota Kennel Club, and more.

Please visit: [mooreartweb.com](http://mooreartweb.com) for samples and more information.

[bmeerhuis.com](http://bmeerhuis.com)

[gsdcmsp.org](http://gsdcmsp.org)

[metropetanimalhospitalmn.com](http://metropetanimalhospitalmn.com)

[thegoddessofclean.com](http://thegoddessofclean.com)

