

# Jason Moyer

Portfolio: [www.moyer13.com](http://www.moyer13.com)

Ensuring compelling and creative solutions in the world of print and packaging designs. Accomplished graphic designer with a dynamic and diverse background. 15 plus years of professional experience from old school prepress shops to award-winning design firms.

## EXPERIENCE

### Starbucks — *Prepress Designer* — PRESENT

- Prepress/digital production design of Starbucks' seasonal promotional campaigns, materials ranging from menus (print and digital), lobby signage, a-frames, posters, and banners for both company-operated and licensed stores.
- Ensuring brand consistency and project accuracy through close collaboration with creative directors, designers, copywriters, editors, and production leads in a fast-paced environment while performing multiple project assignments with frequently changing requirements.

### WestRock — *Graphic Designer*

- Creation of press-ready mechanicals from concept to manufacturing and super accurate 3D renderings of retail packaging and displays.
- Brand guardian to customer guidelines and specifications.
- Execute digital retouching, color matching, correction, and photo compositing with a high degree of accuracy and efficiency.
- Collaborate with the structural design team with die line updates in ArtiosCAD.
- Leverage existing corporate designs into an array of different product packaging.
- Developed and delivered a standard of rendering best practices adopted through all company offices reducing production time by 20%.

**Client list:** Microsoft, Amazon, Starbucks, Electronic Arts, and Dial Corporation.

### Schawk — *Print Production Designer*

- Produced press-ready packaging mechanicals in multiple localized languages while maintaining current brand guidelines. Produced domestic and localized screen captures for software packaging.
- Provided leadership to design team in production fundamentals such as color correction, typography, and pre-press file release.

### Landor — *Print Production Designer/Web Designer*

- An integral part of the entire electronic production process of all printed packaging materials produced.
- Implemented and maintained design standards through entire product skews.
- Retouched and color corrected scanned images.
- Pre-flight electronic files and approved four-color proofs.
- Supervised and trained new employees and freelancers.
- Partnered closely with creative and development teams to produce HTML templates, web graphics, and animations for client web sites.

### Trademark Color Separations — *Digital Prepress Technician*

- Prepared client files for plate ready film.
- Scanning and retouching images.
- 4-color and Pantone color proofing.

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## SOFTWARE PROFICIENCY

Photoshop (expert)

Illustrator (expert)

InDesign (expert)

Acrobat (expert)

Strata 3D (expert)

PowerPoint (advanced)

Dreamweaver (advanced)

Artios CAD (beginner)

## UNIQUE SKILLS

Driving display and packaging designs from concept to manufacturing.

Innovative 3D Modeling / Rendering.

Building mechanicals for all forms of print and digital deliverables.

Photo retouching, composition and color correction.

Pre-press checks, PDF soft proofing, manual trapping.

## EDUCATION

**Western Washington University** —  
Bachelor of Arts in Graphic Design