

Caleb

Moss

GRAPHIC DESIGNER

INFO



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EDUCATION

- **Bachelor of Arts, Art & Design**
University of Michigan
Ann Arbor, MI
● 05/2013

CORE COMPETENCIES

- Adobe Creative Suite
- Final Cut Pro
- Photography
- Art direction
- Grid and layout
- Color theory
- Infographics
- Image editing
- Social media
- Microsoft Office

EXPERIENCE

04/2019
PRESENT

Graphic Designer
Word of Faith Int'l Christian Center / Southfield, MI

- Creates concepts and designs that support and enhance the weekend experiences, fulfill the creative needs of the peripheral ministry departments, and partner with the creative vision of the senior pastor while overseeing the design elements that make up the creative team in video, web, and marketing.
- Creates photographs and video footage in order to both chronicle and create content for social media platforms (such as Facebook, YouTube, Twitter and Instagram).

04/2017
03/2019

Principal Graphic Designer
Detroit Department of Transportation / Detroit, MI

- Responsible for producing critical information pieces for internal and external audiences.
- Interprets large volumes of detailed information into clear and accurate materials, including route instructions, timetables, boarding location maps, layover/turnaround maps and customer notices.
- Works with a variety of internal parties. Collaborates with other groups, such as Operations, Maintenance and Human Resources, to disseminate final information products to end-users.

10/2015
09/2016

Multimedia Designer
University of Michigan Health System / Ann Arbor, MI

- Designed and developed videos, photos, graphics, and other visual elements primarily for use in various media outlets for UMHS.
- Collaborated with Web Communications, Digital Arts, and Brand Management teams to meet target deadlines and maintain high quality products.
- Used internal tools to manage access to multimedia content and ensured all designs aligned with UMHS brand guidelines.
- Provided art direction consultation as needed.

01/2015
12/2017

Marketing Director
University of Michigan Black Alumni Association / Detroit, MI

- Lead and develop (as necessary) marketing and communications strategies for the organization - including campaigns, events, digital marketing, and PR.
- Manage all photography and graphic design content across several social media outlets (Facebook, Twitter, Instagram, etc.).