



# CALEB MOSS PORTFOLIO

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A collection of artwork showcasing my style,  
method of work and versatility as a  
multi-disciplinary creative.

# What Up Doe?

## **BIO**

Caleb was born and raised in Detroit, Michigan. He holds a Bachelor of Fine Arts from the Penny W. Stamps School of Art & Design at the University of Michigan. He believes that successful branding and storytelling is established when “the soul” of a business or brand is at the helm. His client roster includes Playworks Michigan, Grandmont Rosedale Development Corporation, and the Detroit Department of Transportation. Before accepting his first role in the industry, Caleb began working independently as a multidisciplinary creative. Since then, he’s been simultaneously producing quality, relevant and engaging content and ultimately improving brand perception. He is currently a Graphic Designer at Shinola and continues to find ways to create effective long-lasting content.

If he’s not designing, you can most likely find him eating tacos, practicing or teaching Martial Arts, playing with his kids or planning world domination with his wife.

## **HONORS & AWARDS**

Public Service Announcement - Single Spot

2016 Michigan Emmy Awards

National Academy of Television Arts and Sciences , June 2016

2015 UMBA Five Under Ten Young Alumni Recognition Award

University of Michigan Black Alumni, October 2015

# 01 Universal Detrola Watch Packaging

Rise with  
the new tide.

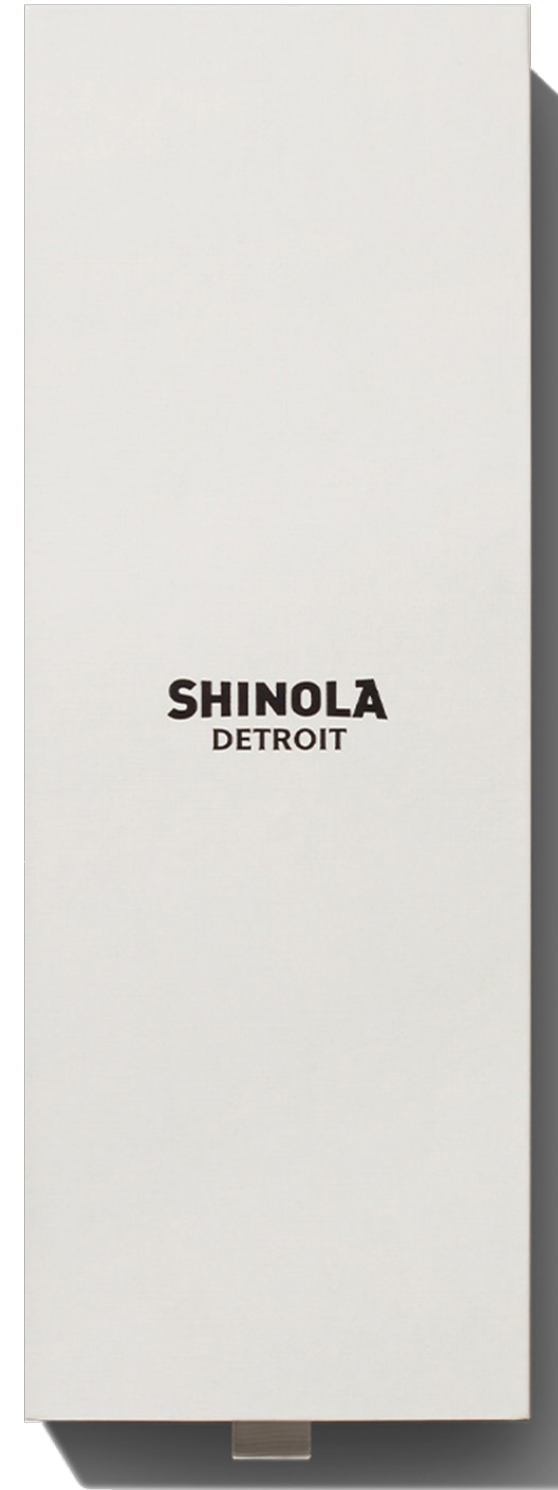
Detrola is a Shinola collection of quality watches centered around individuality - with each adding its own personality to the mix.

Every Detrola Clock uses more than 1200 grams total of #tide ocean material®, equivalent to 50 ocean-bound plastic bottles. #tide is on a mission to give single-use plastic a second life by collecting plastic along the shoreline and upcycling it into a beautiful, versatile, and clean new material.

Once the decision was made to move away from individual packaging, I created a universal packaging to be used across the entire collection.



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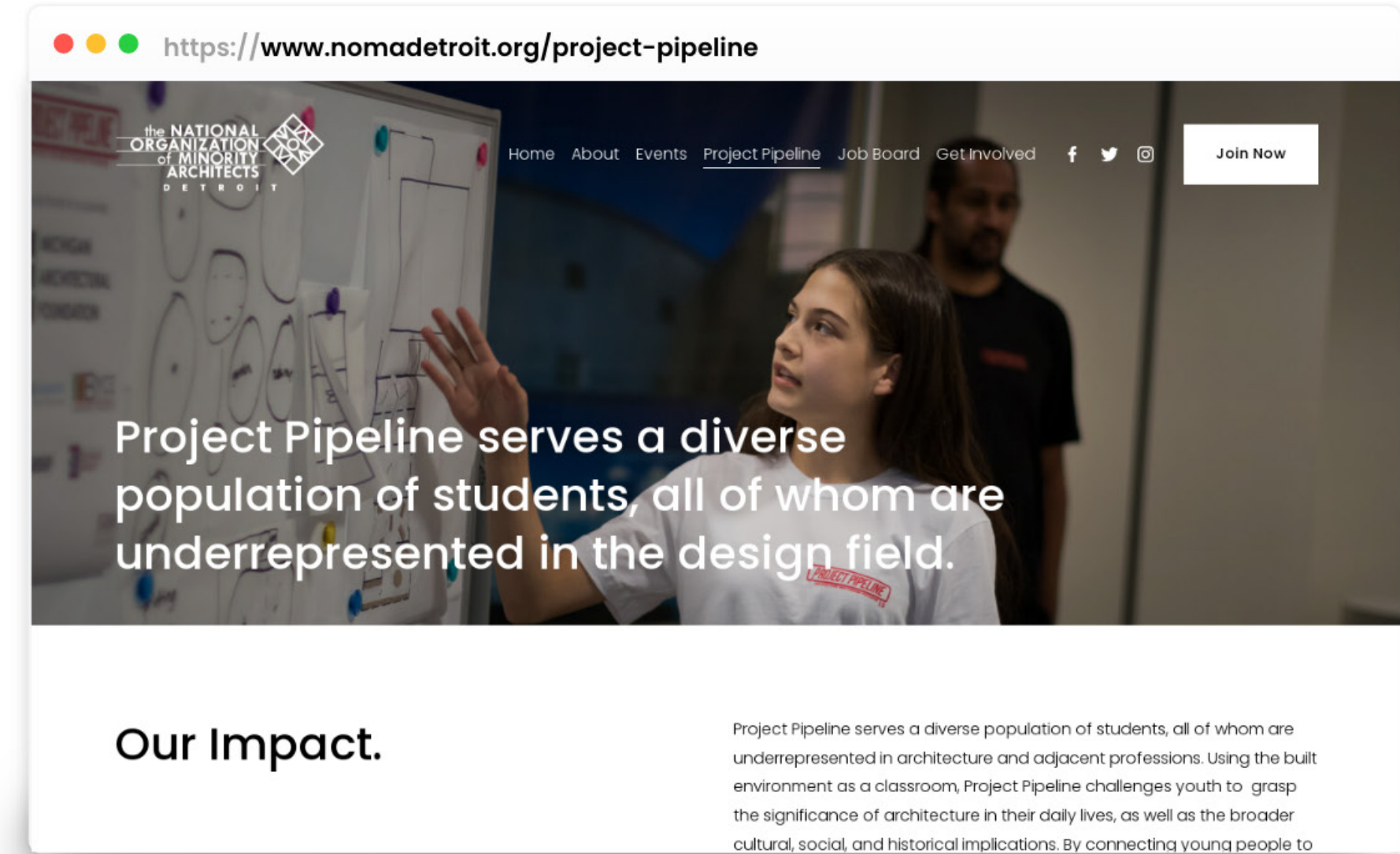
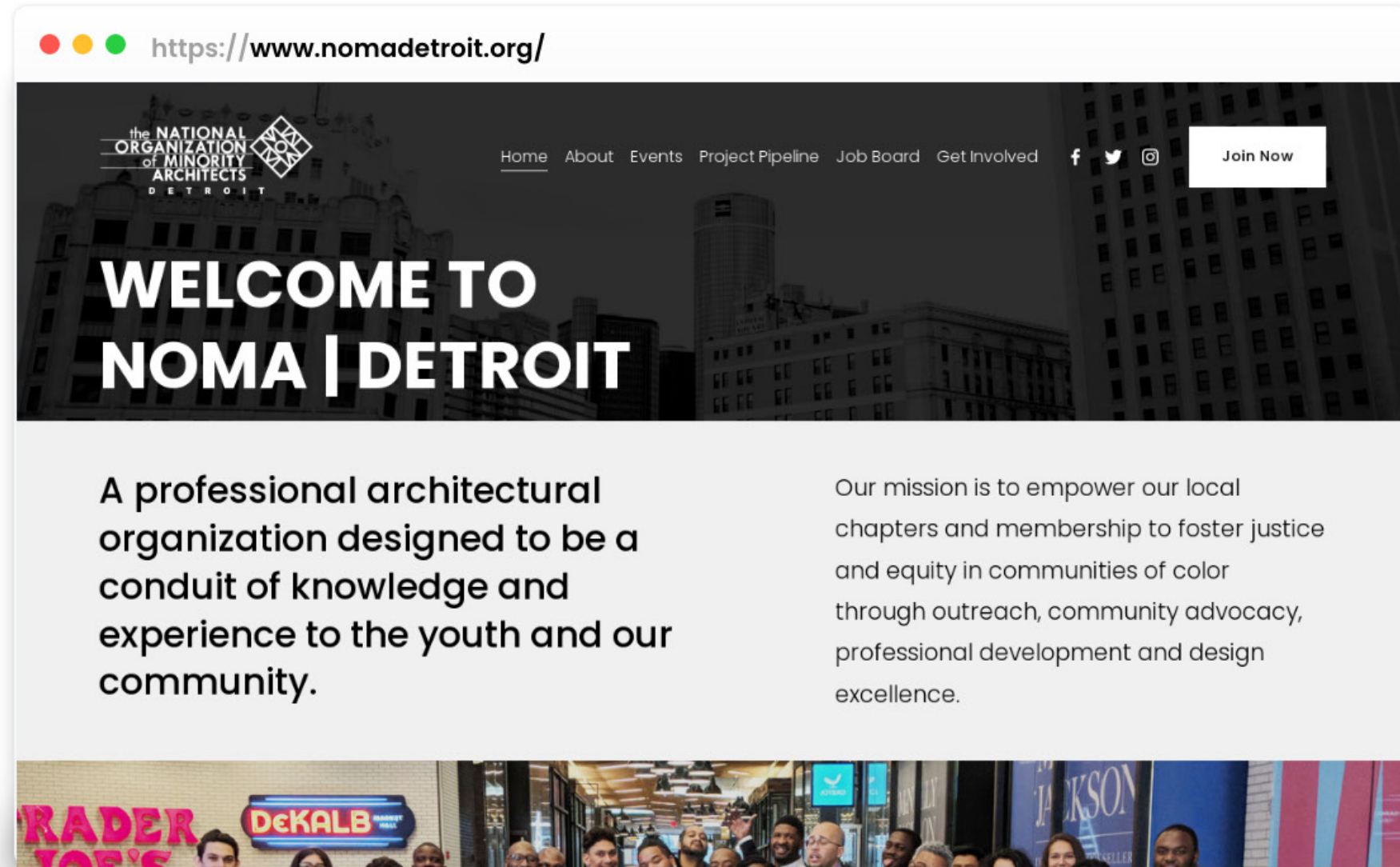


## 02 The National Organization of Minority Architects

Ensuring  
representation  
and diversity.

The National Organization of Minority Architects has been organized to: foster communications and fellowship among minority architects, create and maintain relationships with other professionals and technicians whose work affects the physical and social environment.

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CALEB MOSS PORTFOLIO



VERSION 2.0



# 03 Detroit Department of Transportation

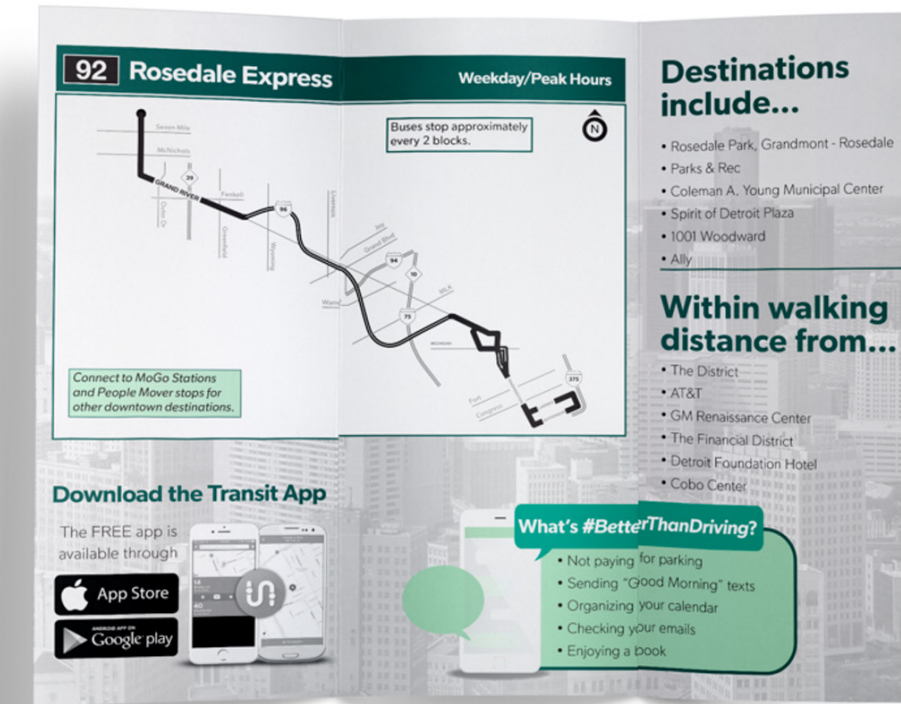
## Moving Detroit.

The Detroit Department of Transportation (DDOT) is the largest public transit provider in Michigan that serves the City of Detroit, surrounding suburbs, and neighboring cities, including Highland Park and Hamtramck. DDOT prides itself on providing reliable, clean, safe, and efficient service.

I was tasked with creating clean and informative marketing materials for the Detroit Department of Transportation(DDOT).

Items include: Detroit's transit strategy, route maps, fare cards and more.





# 04 DART

The official DDOT,  
SMART, and  
QLINE payment  
app.

Dart, a way to pay and ride on DDOT and SMART fixed route buses and the QLINE streetcar. No more transfers or additional fees.

As seen on: FOX 2 Detroit, The Neighborhoods, Crain's Detroit Business and Mass Transit.

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# 05 Word of Faith International Christian Center

A welcoming,  
warm church.

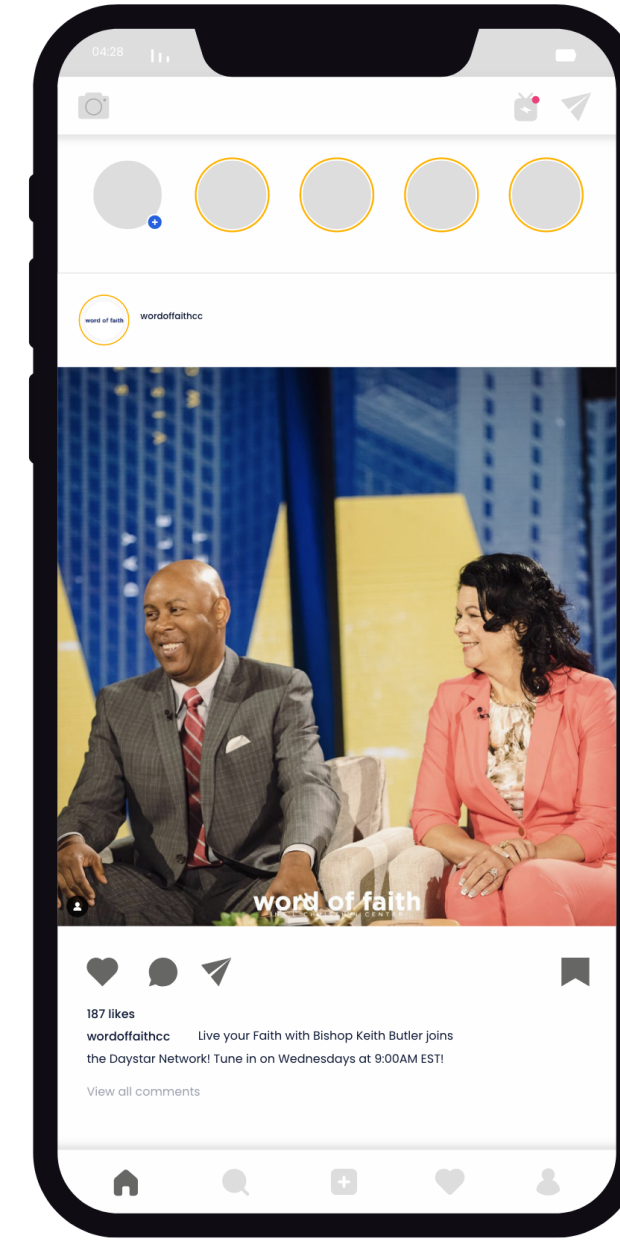
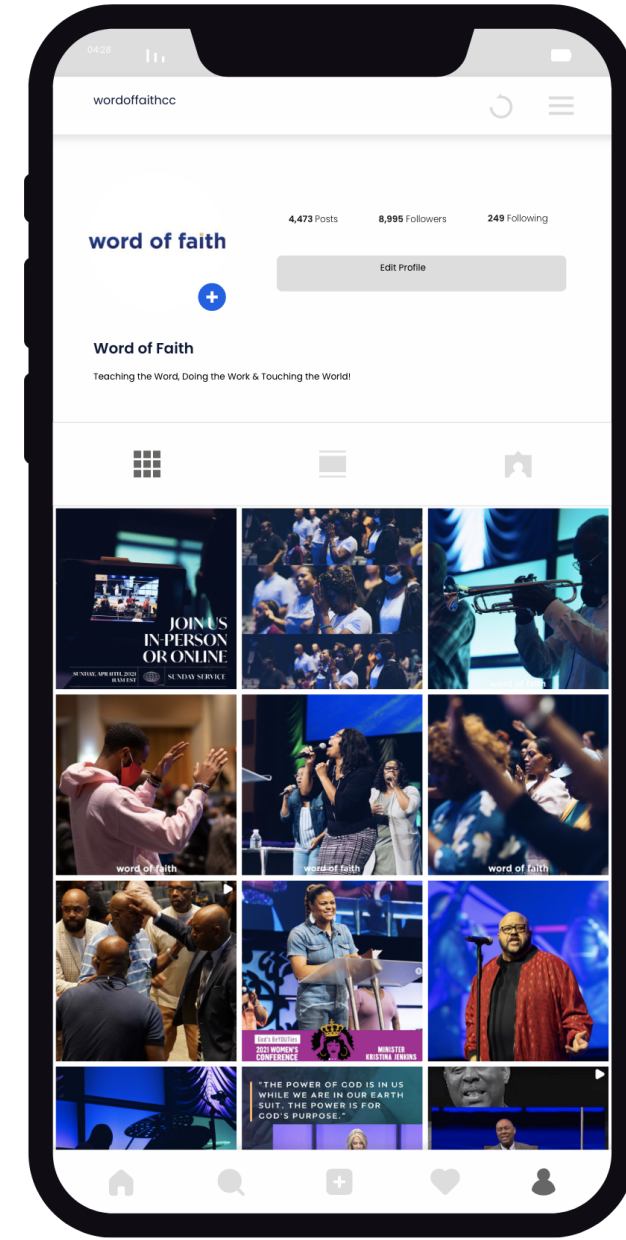
Word of Faith International Christian Center (WOFICC) is built on a foundation of Bible teaching for people of all races, creeds, all ages -- children, youth and adults. WOFICC believes that through receiving and applying the Word of God, you will have VICTORY in your life DAILY through Jesus Christ.

While in this position I was able to gain +10k followers on Instagram with campaign

creation, analysis and optimization of direct marketing campaigns. I also led the content creation plan that increased YouTube subscribers +1.6k, and reach views +163k and 1.5M impressions.



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## 08 Bing Youth Institute

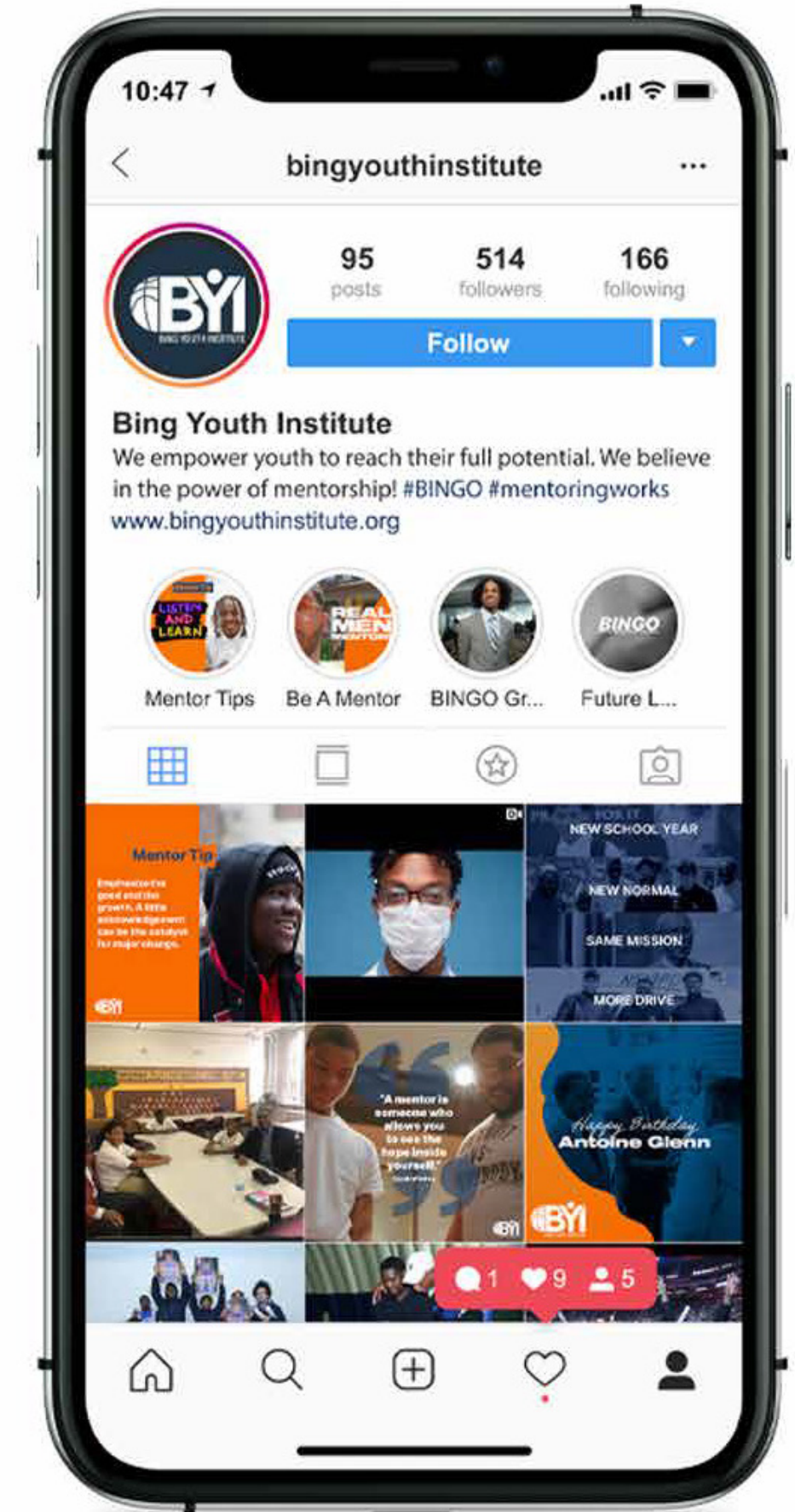
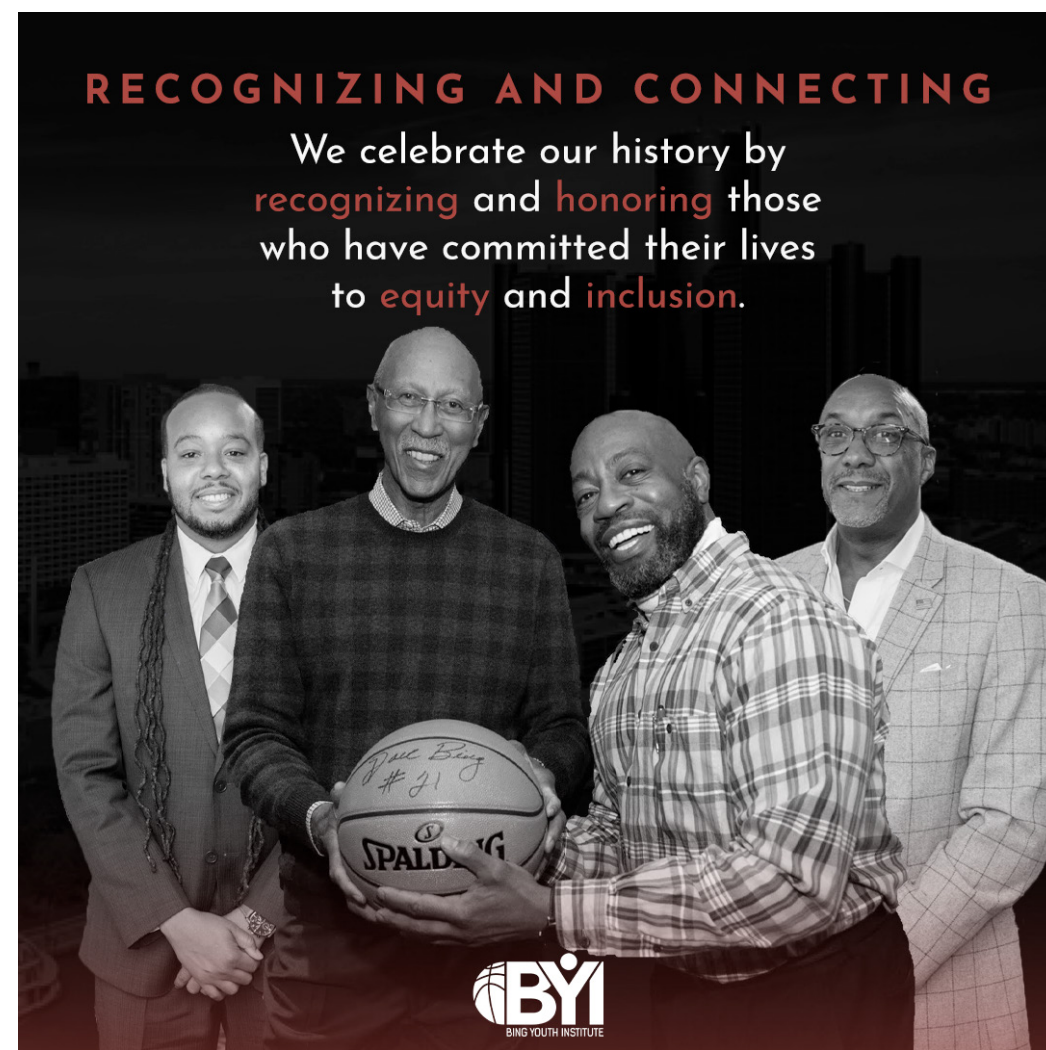
Boys inspired  
through nurturing  
growth and  
opportunities.

The Bing Youth Institute supports programs and activities that are designed to improve the academic, behavioral, and social wellness of young men of color. This mentoring program, founded by NBA All-Star and former Detroit Mayor Dave Bing, BYI empowers youth to reach their full potential.

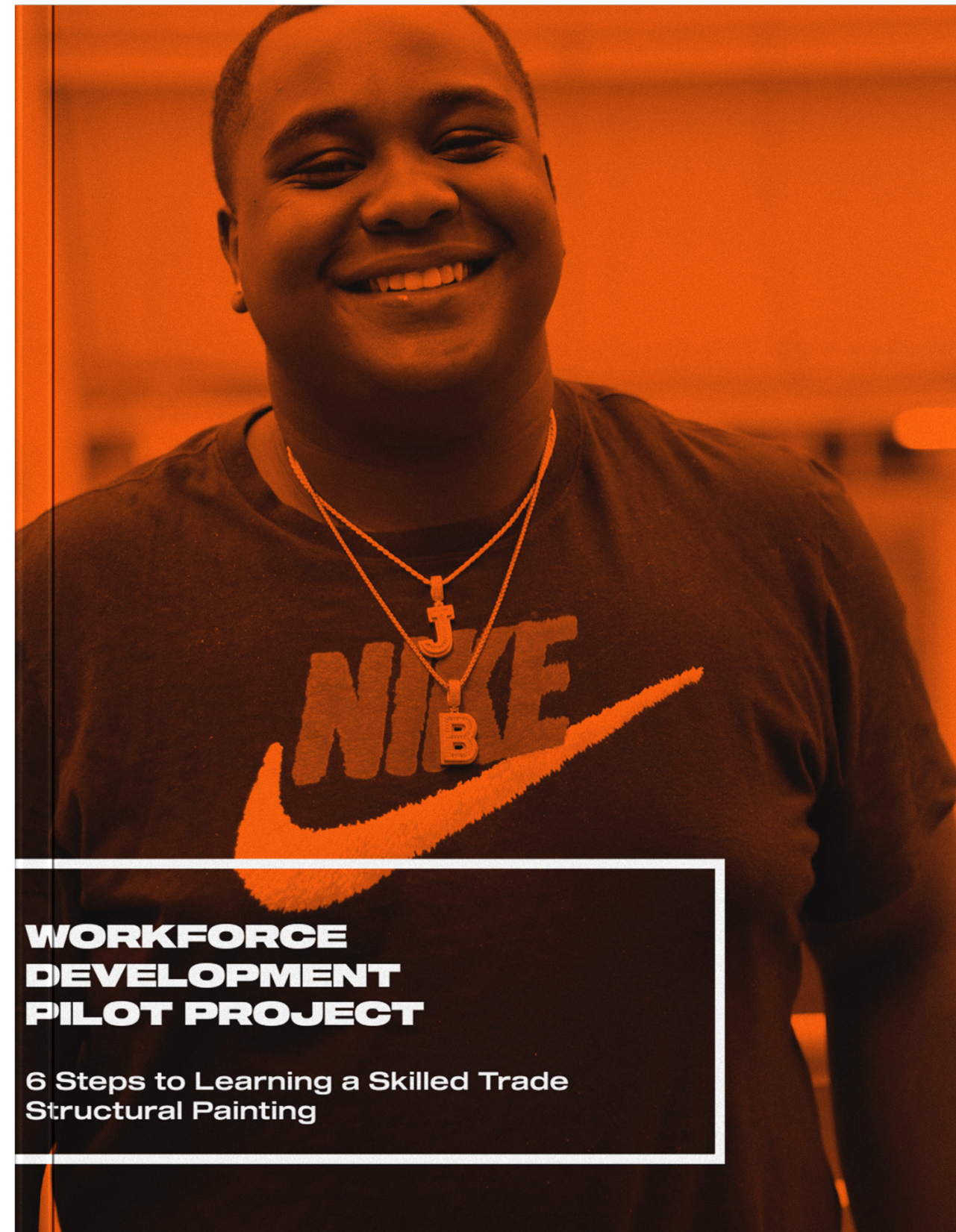
I was tasked with creating social media content and assisting with the design of marketing and print materials.



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04 **Painting Equipment**  
(30-minute tutorial + 20-minute student instruction)

- Assist in prep work, painting, cleanup, and maintaining painting equipment
- Operate, clean and maintain all painting equipment
- Assist in cleaning and maintaining industrial painting equipment
- Use of power tools and painting equipment
- Maintain painting equipment and supplies; assist in estimating and calculating
- Clean and maintain all painting equipment and work areas by adopting a clean as you go policy
- Sand, prime and paint walls for commercial companies; utilize electrical painting equipment

05 **Drywall Repair**  
(30-minute tutorial + 20-minute student instruction)

- Perform all aspects of painting, from sprays to drywall repairs, while developing specific techniques
- Assist with drywall repairs and light carpentry; paint various residential and commercial locations; learn about ladder and height safety
- Perform drywall repairs in residential and commercial properties; learn about disposal of residential and commercial waste
- Perform drywall repair and installation

06 **Sanding**  
(30-minute tutorial + 20-minute student instruction)

- Prepare metal for paint, scuffing, and sanding material to ensure a quality finish
- Perform various prep methods on walls and structures, such as sanding, power washing or sandblasting
- Smooth surfaces using sandpaper and brushes; remove old paint from surfaces using paint remover
- Prepare surfaces for painting by grinding, pressure washing, and sanding
- Mix paint, prep areas, attend sand pot, and perform general housekeeping duties
- Operate spray equipment, air-powered painting pumps and other power tools
- Prepare surfaces by scraping, wire brushing and sanding to a smooth finish
- Sandblast and paint tanks, pipelines, valves, trailers, and drilling rigs
- Assist in sandblasting, painting and rigging of safety lines and equipment
- Perform a variety of tasks, including sanding walls, basing, and casing
- Caulk trim, fill nail holes, and sand everything before painting
- Clean and prep areas for paint, including sanding and power washing
- Smooth surfaces with sandpaper, power tools, and wire brushes

Twitter Instagram



# 09 Story, Word, Sound, Sway

## Penny W. Stamps School of Art & Design

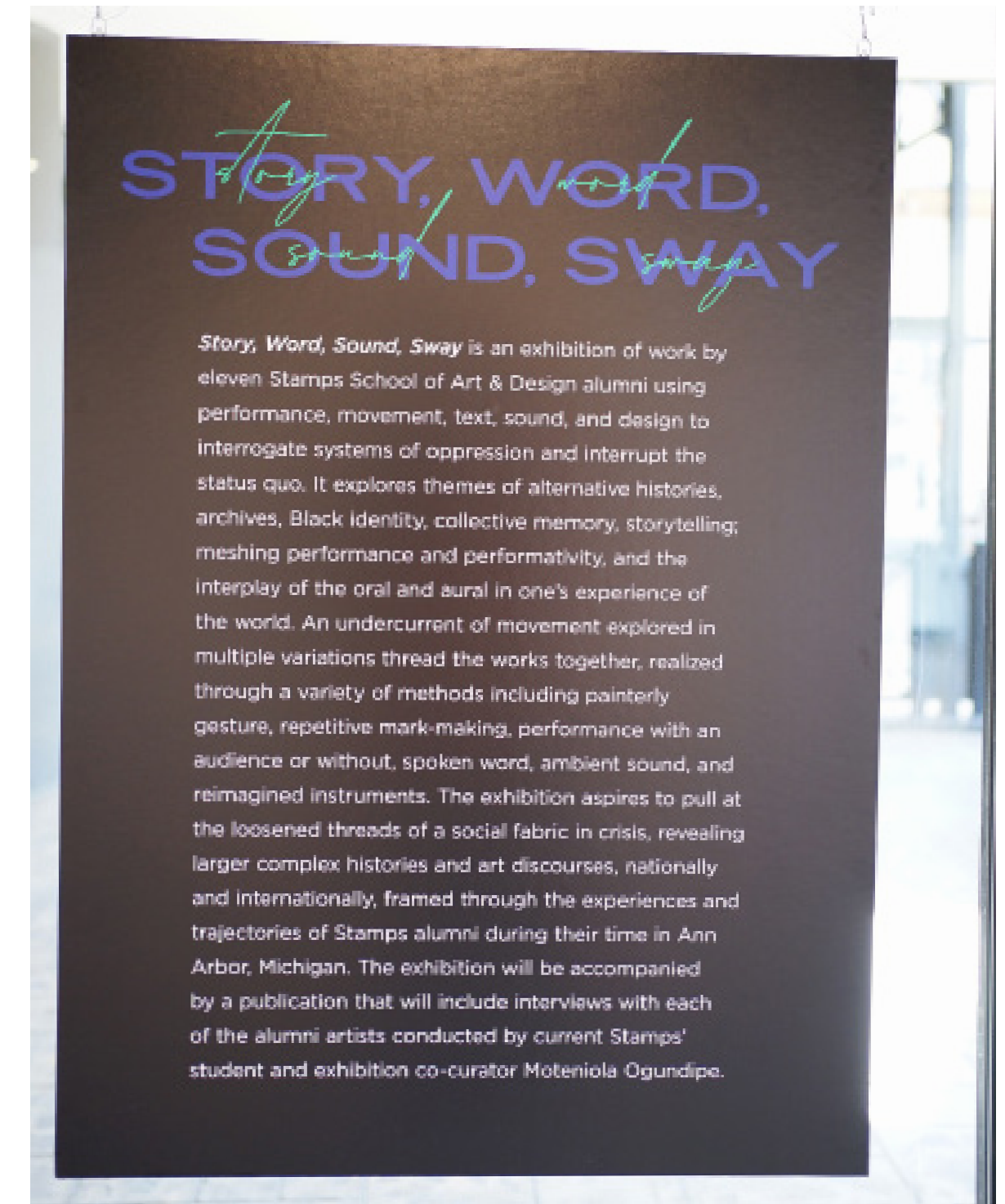
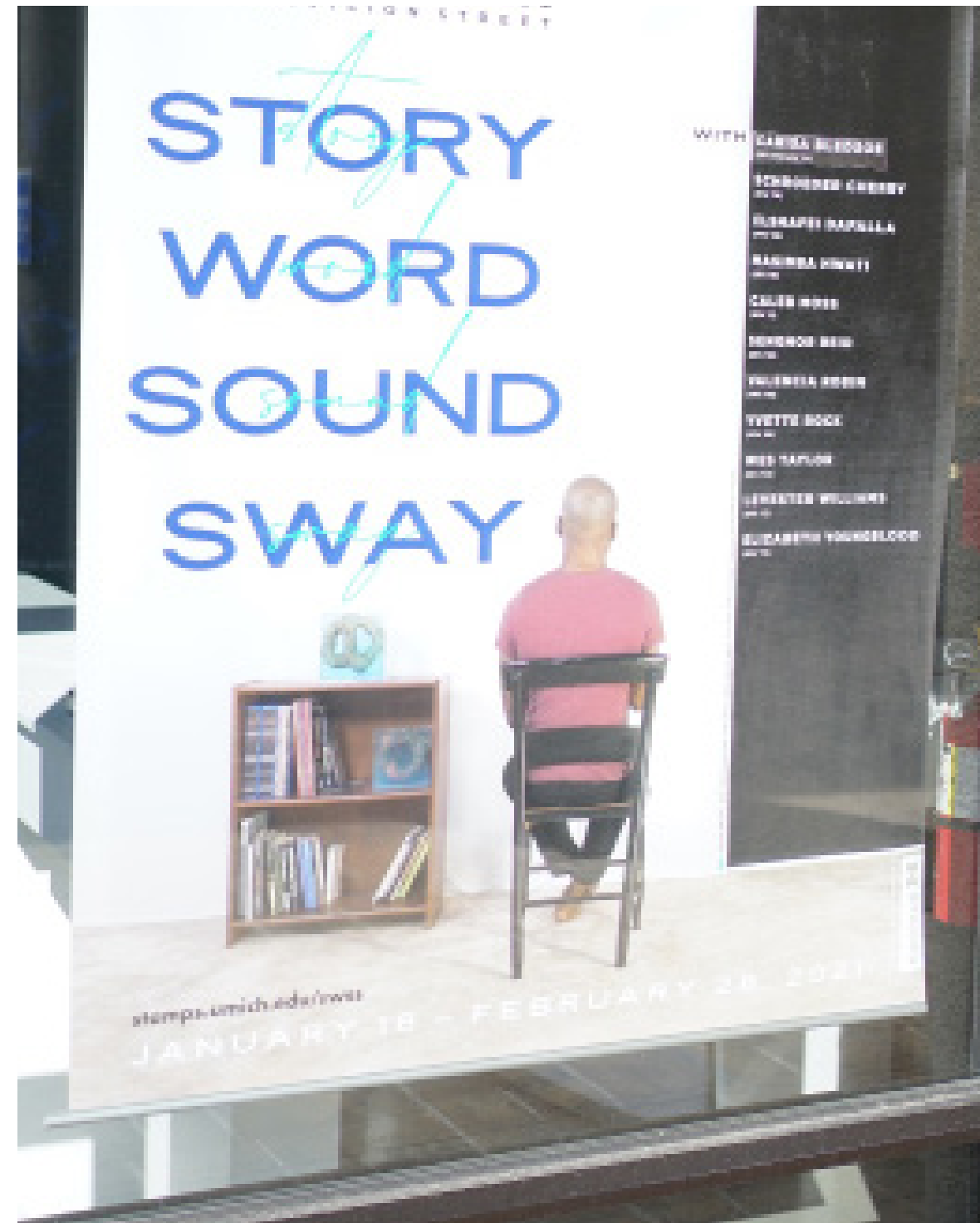
Boys inspired through nurturing growth and opportunities.

Story, Word, Sound, Sway is an exhibition of work by eleven Penny W. Stamps School of Art & Design Alumni using performance, movement, text, sound, and design to interrogate systems of oppression and interrupt the status quo. It explores themes of alternative histories, archives, Black identity, collective memory, storytelling; meshing performance and performativity, and the interplay of the oral and aural in one's

experience of the world. The exhibition was accompanied by a publication that includes interviews with each of the alumni artists and their works.

I was tasked with designing the entire publication including a logo and treatment to accompany further marketing materials.









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