



Luara Moore

luara@luaramoore.com

206.605.3950

3046 Beacon Avenue South
Seattle, Washington 98144

EDUCATION

1997-2000 Bachelor of Arts
Focus on digital arts and nonprofit management
The Evergreen State College, Olympia Washington (2000)

EXPERIENCE

PRINT

- **Small:** logos, identities, various small collateral, advertisements, newsletters, brochures, programs, packaging, press kits, signage and posters.
- **Large:** Tradeshow graphics, museum displays, kiosks, vehicle wraps, large-scale exterior building pieces, educational signage, backdrops, and banners
- Managed production and in many cases, installation of graphics

UI/UX

- Designed interactive elements and overall look and feel for websites, touch screen kiosks, and mobile applications.
- Designed user interface experiences based on target audiences and client brand.
- Created interface models and navigational schemas.
- Developed and maintained detailed specification documents for the build of websites and mobile applications.
- Working knowledge of capabilities and limitations for code-based design.

ART DIRECTION

- Developed identity and protocols for exhibitions, installations and campaigns.
- Designed identities and created brand guidelines.
- Directed contract design staff in producing elements for large-scale exhibitions and maintaining the integrity of campaign guidelines.

DEPARTMENT/ OPERATIONS MANAGEMENT

- Project managed company and client projects – maintaining communications and direction with all parties involved.
- Oversaw account management, project budgets and bidding, art direction, vendor contact and client consultation.
- Hired and managed contract designers.

PRODUCTION MANAGEMENT

- Maintained a database of local and national vendors.
- Handled all phases of print production, including electronic preparation of files, proofing, color matches and press checks.
- Oversaw installation of graphics.
- Maintained a high standard of quality in production and installation.
- Managed a 3-tier iteration process with clientele.
- Extensive knowledge of printing and artifact production processes and substrates.



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EMPLOYMENT

FREELANCE DESIGNER

Self-Employed

1998 – PRESENT

Collateral Design, Mobile Application UI/UX, Installation Graphics, Tradeshow, General Print and Web, Presentations, Packaging, Advertising, Production Management

GALLERY MANAGER

Grey Gallery and Lounge

11/2009 – 07/2010

Gallery Installation, Art Handling, Inventory and Art Storage, Operations Management, PR, Collateral Design, Event Management, Sales
www.greygalleryandlounge.com

SENIOR GRAPHIC DESIGNER

The Production Network, Seattle, WA

11/2005 – 11/2007

Tradeshow, Exhibits, and Museum Graphics, Project & Production Management, UI/UX, Web Design, Vendor Relations & Bidding Management
www.tpnevents.com

ARTISTIC DIRECTOR

Static Factory Media, Seattle, WA

06/2003 – 11/2005

Project & Production Management, Brand Development, Graphic Design (Press Kits, CD and Record Packaging, Websites, Posters, Small Collateral), UI/UX, Art Department Operations, Instruction/Training, Vendor Relations & Bidding Management
www.staticfactory.org

PROGRAM/ GALLERY DIRECTOR

Urban Artworks, Seattle, WA

06/2001 – 06/2003

Gallery Installation (including labels), Curating, Program Development, Project and Event Management, Youth Outreach, Department/Operations Management, Volunteer Coordination, Intern Program Management, Instruction/Training, Mentoring
www.urbanartworks.org

TECHNICAL EXPERTISE

MAC and PC Platforms

- Adobe Acrobat
- Adobe Illustrator
- Adobe InDesign
- Adobe PhotoShop
- Adobe Flash
- Microsoft Entourage
- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint
- Fogbugz
- FTP Software
- Quickbooks