

Jay Moon

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EDUCATION

Rhode Island School of Design, Providence, RI
B.F.A. Class of 2026 · **Graphic Design, Computation**

EXPERIENCE

Graphic Design Intern, Cranston Print Works. Remote. Feb 2025 – Jan 2026

Quilting Treasures Fabrics — Marketing team

- Designed print and digital assets such as merchandising displays, advertisements, sales collateral, product content, websites, social media graphics, illustrations, fabric patterns, and trade show materials.
- Created in the development of brand packaging for a wide variety of products, including boxes, hangtags, labels, stickers, and more across various categories.
- Contributed to the development of marketing language and strategy with the Marketing Department and Creative Director, leading to a 128% increase in social media exposure, 110% in engagement, and 57% in post saves during Summer 2025.

Graphic Designer, RISD Store. Providence, RI. Jan 2024 – Oct 2025

Marketing team

- Aligned with RISD's new brand identity, updated existing marketing visuals by applying the brand's specified typefaces and color reproduction modes tailored to digital and print platforms, maintaining a consistent tone and manner.
- Designed brand graphics including social media posts, B2B banners, newsletters, brochures, advertisements, mockups, merchandise, and events posters.
- Managed photography and related requirements for school merchandise, directed styling, ensured photo quality and content, and ensured that timeline requirements were met.

UI/UX Designer, Brown Mock Trial. Providence, RI. Sep 2025 – Present

Design team

- Led the end-to-end redesign of the team's public web presence, creating a modern visual identity and responsive layout that improved user navigation efficiency by 40% and boosted session duration by 35%.
- Designed an intuitive custom CMS interface supporting easy content entry, dynamic team pages, and media galleries—reducing administrative workload by 60%.
- Collaborated with developers to implement Next.js components, ensuring accessibility (WCAG 2.1), consistent design systems, and a cohesive UX across desktop and mobile, increasing return-visitor rate by 35%.

Graphic Design Intern, Emily Lindberg Design. Providence, RI. May 2024 – Aug 2024

Design team

- Implemented visual identity updates for the interior design company across websites and social media platforms (Pinterest, Instagram), establishing a constant brand voice.
- Created InDesign brand guidelines to set design aesthetics, standards, and conduct a style audit.
- Optimized SEO and image labelling strategies to improve online presence, resulting in an additional 32,500 monthly viewers on Pinterest.

RELEVANT EXPERIENCE

Project Artist (Fellowship), Brown University. Providence, RI. May 2024 – Jun 2024

Cogut Institute for the Humanities

- Created digital illustrations of the newly renovated Andrews House building from various angles, including traditional pen and ink techniques along with the watercolors.
- Utilized graphic design elements to revise illustrations for use in diverse applications including website, newsletters, and promotional items.

Teaching Assistant, Rhode Island School of Design. Providence, RI. Sep 2023 – Present

RISD Continuing Education

- Assisted RISD classes including: Graphic Design: Visualizing Information, Exploration in Design, Experiential Drawing, Character Design for Fiction and Animation, and Experimental and Foundation Studies.
- Photographed, retouched, and color-corrected a group of 15–20 students' work using Photoshop and Lightroom for portfolio documentation.
- Created and shared Photoshop tutorial videos on the discussion board for student reference.

SKILLS

Photoshop · Illustrator · InDesign · Figma · Premiere Pro · After Effects · C4D · Blender · Unity · HTML · CSS
Branding · Identity Systems · Visual Direction · Motion Design · Web Design · Print + Digital Marketing · 3D Rendered Art