



LUTHER MOSHER

LutherMosher.com
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EDUCATION

BFA

The School of Visual Arts
New York City, NY
Major: Illustration & Cartooning
Class of 2010

Continuing Education Courses

The School of Visual Arts

Advertising
Brand Identity
InDesign
Drawing Analysis I, II, and III
Information Architecture
and Design (Workshop)
Interactive Design (Workshop)
Intermediate Typography

Pratt

Logo & Branding (Audited)

EXPERIENCE

09/17-PRESENT: **SENIOR GRAPHIC DESIGNER**

09/15-09/17: **GRAPHIC DESIGNER**

Development Counsellors International | NY, NY

Manages design staff, interns, and freelancers in servicing a company of 60+ employees and over 70 destination clients to-date

Created more than a dozen destination brands, resulting in client expansions and growing the company's branding portfolio by 300%

Revamped and maintains company brand

Collaborates in crafting tag-lines, key messaging, brand language, and advertising copy

Executes digital and print materials including: infographics, reports, studies, mailers, sell sheets, banners, proposals, and presentations

Audited and expanded company's service offerings

Contributes regularly to company blog, positioning DCI as a thought leader in destination branding

Manages production logistics and branded materials for tourism and economic development events

04/13-03/15: **SENIOR GRAPHIC DESIGNER**

02/12-04/13: **GRAPHIC DESIGNER**

Arnouse Digital Devices | Lake Success, NY

Executed digital and print materials including: presentations, patent art, product sheets, corporate profiles, posters, banners, app concepts+UX, infographics, package design, and hardware concept art

Managed design interns

07/11-01/12: **FREELANCE ASST. DESIGNER**

Maison DBK | NY, NY

Developed digital and print materials including: luxury product packaging, logos, and presentations

07/11-01/12: **FREELANCE PHOTO EDITOR**

NY Image Studio | NY, NY

Retouched photos for Bloomingdale's online catalogue

SKILLS

General

Brand Development • Concept Art
Editorial • Infographics • Logo
Package Design • Stationary
Photo Retouching • Print Production
Print & Web Ads • Storyboards
Traditional Illustration

Software

Intermediate-Advanced

Acrobat • Illustrator • InDesign
Logic • Mac & PC OS • Photoshop
Powerpoint

Beginner-Intermediate

Final Cut • Keynote
Microsoft Office • Premiere

FREELANCE

Notable Clients

Ben Folds Five
Eurasia Group
Hall&Partners
Living Architecture Monitor
MediaCom
NY Image Studio
Radical Media
Redwood New York
Weber Shandwick Worldwide