



CHRISTY A. MOELLER

SENIOR ART DIRECTOR

PROFILE

Art Director with extensive experience creating memorable, consistent branding, marketing & product design.

REFERENCES

Jeff Campbell
Owner of
Whimsy Wood Puzzles
602-300-1074

Robert Stieve
Editor of *Arizona Highways*
and former co-worker at
PHOENIX Magazine
480-280-2903

Christine Hanaki
Former co-worker at
ATG Productions
602-214-5318

CONTACT INFO

602-625-6596
christy@moellermasel.com

f #christy.moeller

ig #christyamoeller

VIEW PROFESSIONAL
PORTFOLIO AT:
christymoeller.com



EDUCATION

- Art Institute of Colorado - graduated 1991**
Associate of Arts Degree in Visual Communications
- Phoenix College - Life Drawing (1993)**
- Phoenix College - Adobe Photoshop (1993)**
- Phoenix College - Life Drawing (1989)**
- Phoenix College - Sculpting (1989)**

SKILLS

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- Animate
- Dreamweaver

Microsoft Office

- Word
- Excel
- PowerPoint

Web Development

- WordPress
- ModX
- Joomla
- Weebly
- Squarespace
- Cadmium

Illustration

- Digital Illustrations
- Oil/Watercolor Painting
- Mural/Large Graphics Design
- Pen/Pencil Mechanical Drawing

EMPLOYMENT HISTORY

ATG Productions: Art Director (2013 - Present)

In charge of creating unique branding for print and web design, with a focus on consistency of final products and its ability to carry over to both print and web design. I oversee creative services for corporate event large-scale graphics and provide schematics for on-site installers in addition to organizing and designing content for magazine-style programs that can be viewed online or in print, graphic e-mails, websites and online virtual event sites/mobile apps.

Freelance Graphic Design: (1997-2013)

A list of freelance assignments can be found on the next page.

Creepy Little Productions: Owner (1999-2015)

As owner of an independent publishing company, I wrote, illustrated, designed, produced and promoted our books, which include: *Creepy Little Bedtime Stories*, *Eerie Little Bedtime Stories*, *Trauma Queens/Trauma Kings*, *Tales of the Truly Grotesque*, *A Grimoire*, *Super Vamp Comic*, *Glamour Ghouls* and *Comi-Cards*.

PHOENIX Magazine: Assistant Art Director (1994-1997)

Created layout designs for editorials, advertisements, and promotions. Assisted the Art Director in planning the magazine layout, directed monthly fashion/editorial photo shoots, and designed the featured "Heat" section of the magazine. Our company included NewsChannel 3, so I was additionally charged with designing TV graphics, special event logos, *Rodeo* and *Women's Expo* event collateral material and *NewsChannel 3* helicopter designs.

Antigua Sportswear: Graphic Designer (1992-1994)

Designed a new line of Disney golf wear, including embroidered and silk-screened designs, oversaw photo shoots and designed clothing catalogs, advertisements, and professional sportswear graphics.

Cost Plus Imports: Graphic Designer (1987-1989)

Designed and produced hand-illustrated signs and point-of-sale displays/endcaps for in-store sales. I branded the Phoenix and Denver stores and helped to set up a new Scottsdale, Az location.



Curiosity Wood Puzzles: 2024 - Present

Designed custom wood puzzles to be produced on laser cutters. These designs feature pieces in recognizable shapes instead of typical jigsaw pieces.

curiositypuzzleco.com

LunaSick: 2021 - Present

Designed brand recognition with logos and website, created designs for jewelry and products. Photographed products and designed Shopify website.

lunasick.com

Whimsy Wood Puzzles: 2019 - 2024

Designed custom puzzles and home decor to be produced on laser cutters.

Moyau Wine: 2019 - Present

Designed wine labels and brochure for American audience. Maintained WP website in three languages.

moyau.com

EMC Society - IEEE International Symposium on Electromagnetic Compatibility: 2012 - Present

Developed onsite event branding, new websites for each yearly symposium and society website. Created print materials (ads, brochures, printed/virtual programs, collateral material, etc). and ensured that all material was consistent with event and society branding.

2026.emcsipi.org
emcs.org

Indian Gaming Association: 2022

Designed large, on-site event signage, created spec guide for installers and oversaw installation.

Acumatica: 2018 - 2022

Designed large, on-site event signage, prospectus, party branding and created spec guide for installers.

Arizona Health Care Association: 2015 - Present

Create design of event branding for conference signage, handouts, ads, photo opps, stage design and promotional items.

Taylor Business Group: 2015 - Present

Designed large, on-site convention graphics, created spec guide for installers and supervised installations

Project Fibonacci: 2016

Designed logo, promotional material and website for an event geared towards STEM & STEAM oriented educational experiences.

Shape the Center: 2015 - 2017

Designed branding for event sponsored by the United Synagogue of Conservative Judaism in Chicago.

Marriott - Global Energy Summit: 2014 - 2017

Designed branding of yearly event, including logo, print materials, slide design/animation for PowerPoint show.

Marriott - Get Inside the Box: 2012 - 2016

Design of icons and PowerPoint templates for conference theme.

Microsoft - MicroPalooza Event Design 2014

Designed event theme for MicroPalooza, an event promoting upcoming music. Responsibilities included logo, branding of all print material and final event signs and decorations.

Microsoft Advertising: National Sales Meeting: 2013

Designed event branding, including use of Microsoft branding on all print material, website design, event signs and decals.

Microsoft - Global Connect: 2013

Created design of event branding for conference manual, signage, handouts, ads and promotional items.

Siemens - Solid Edge University: 2013

Created design of event and ensured consistency throughout website and print material.

ARF: Advertising Research Foundation - Re:think: 2013

Used company branding to create all print material, large scale interior design and signage for event.

XBOX: 2013

Designed ad for special event drink, the XBoxtini.

Cadmium Virtual Events: 2020-Present

During the pandemic many clients turned to us to help them conduct events within this virtual forum. I designed websites and mobile apps for the following virtual conferences + more:

Advancement of Blood & Biotherapies (AABB): 2024-2026

American Academy of Pediatrics (AAP): 2020-2026

Consortium for School Networking (CoSN): 2022-2026

San Antonio Breast Cancer Symposium: 2022-2024

In Vitro Biology Meeting (SIVB): 2022-2026

AASECT: 2021-2023

Gulf Coast Power Association: 2021-2022

EB 2021: 2021

Axogen: 2021

Chicago Dental Society: 2020-2021

IACP Officer Safety & Wellness: 2021

IACP Technology Conference: 2021

AASECT: 2020-2021

Arizona Health Care Association (AHCA): 2020-2026

Micronutrient Forum: 2020

Sylvia's La Canasta: 1997 - Present

Designed menus and brochures for the company's restaurant and import store.

Fackett Software: 2000-2001

Designed collateral material for a home organization start-up software company.

"Gorp's Dream" Children's Book: 1999

Hand-painted watercolors illustrations for "Gorp's Dream" book by Miss Sherri Chessen of "Romper Room" fame.

Nite Owl Books

Designed book covers for Sylvia Nobel's "Kendall O'Dell Mysteries" series of books and designed their company website. niteowlbooks.com

Red Elvives: 1998-2016

Developed design of 7 music CDs, posters, t-shirts, vehicle wraps and postcards to promote this band of expat Russians. CDs designed: *Lunatics & Poets*, *Rokenrol*, *Welcome to the Freakshow*, *Bedroom Boogie*, *Shake Your Pelvis*, *Better Than Sex* and *Bacon*.

Nine Publishing - Designer/Illustrator: 2004-2006

Designed 9 Mini-Books, including covers, cases, and interior pages. *Little Book of Relaxation*, *Little Book of Kittens*, *Best Friends*, *Mothers & Daughters*, *Irish Wit & Wisdom*, *Canadian Women Wit & Wisdom*, *I Love My Golden*, *Little Book of Magic*, and *Little Book of Palm Reading (which I also wrote)*

Permanent Installations by Christy A. Moeller can be seen in these public spaces:

Goodyear Utility Box Design - 2022

Located on corner of McDowell & Pebble Creek

Flagstaff Utility Box Design - 2020

Located by entrance to Buffalo Park

Murphy Park/City of Glendale - 2020

Hand-Painted 3 wooden park benches