



Justine Herrera Moore  
justdesignmoore.com

### Experience & Skills

Trade Show Marketing  
Adobe Creative Suite  
Branding and Identity  
Social Media  
Visual Design  
Print Publication  
Event Planning

Newsletter Development  
Trade Show Marketing  
Figma  
UX/UI Design  
Wireframe  
Prototyping

### About

Current **User Experience and Web Design Student at UCSC Extension** looking to expand my skillset and become a professional UX Designer providing my 8 years of experience as a Graphic Designer to a new team.

### Employment History

**Institute for Security Governance at Naval Postgraduate School – July 2018 to July 2021**

**Title:** **Graphics Specialist, Outreach & Communications Team**

**Manager:** **Tee Anderson– Outreach and Communications Team Lead**

- Served as a design lead for the rebrand of \$50 million government security cooperation entity; this occurred on a compressed 4-month timeline with limited resources, in response to mandated mission refocus and name adjustment from former Center for Civil-Military Relations
- Designed, developed, and edited organization newsletter called “The Heron” using Adobe Spark and received recognition on quality of work from senior officials in the Department of Defense
- Lead multiple projects including logos, style guide PowerPoint presentations, and promotional materials for print and web
- Advised ISG leadership clients on print and web materials including entire ISG rebrand with limited budget and resources
- Provided in-house photography, filming, and editing services for senior defense officials from over 100 countries
- Efficiently communicated organizational updates through newsletter, social media, data, and sharing faculty publications
- Created style guidelines for entire organization and ensured all design solutions met high quality standards

**WeatherTech Raceway Laguna Seca – July 2016 to June 2018**

**Title:** **Events Coordinator**

**Supervisor:** **Gill Campbell – Sr. Vice President of Events**

- Confidential assistant to CEO covering all facets of conducting the business of SCRAMP and WeatherTech Raceway Laguna Seca
- Managed lodging from over 500 VIP guests, media personnel, pace car drivers, etc for 10 nationally-broadcasted events
- Traveled offsite for Trade shows and meetings during such as Rolex 24 at Daytona International Speedway, Long Beach Grand Prix, and Las Vegas SEMA show
- Assisted managers with coordination of vendors, sponsors, and partners
- Updated and maintained important race event materials such as the operations guide and source book
- Take and transcribe Board of Director meeting minutes. Prepare (from input from CEO and Board President) and coordinate meeting handouts, including agenda and CEO Report.
- Managed staff and volunteers for each event
- Assist with planning and fulfillment of all Board of Director meetings, yearly orientation, end of year appreciation party, contribution reception, director retreat etc.

## **Lopez Tax Service/Latino Tax Professionals Association – June 2014 to January 2016**

**Title:** **Marketing Assistant & Support Representative**

**Supervisor:** **David Lopez - Chief of Operations**

- Designed all marketing materials for sales and events
- Worked as part of a team with printers, other designers, account executives, web developers and marketing specialists
- Deliver service and support to end-users using and operating automated call distribution phone software, via remote connection or over the Internet
- Interact with customers to provide and process information in response to inquiries, concerns, and requests about products and services

## **90.3 KAZU NPR Radio Station – August 2012 to May 2014**

**Title:** **Graphic Designer**

**Supervisor:** **Mik Benedek - General Manager**

- Developed concepts, ideas and executed final artwork for news, promotion and programming
- Managed website and social media campaigns
- Designed ads for upcoming events and radio station advertisements
- Updated and managed online event calendar for listeners

## **Education**

**UCSC Extension 2022 - Present**

**User Experience and Web Design**

**California State University Monterey Bay 2012-2014**

**Communication Design**

Bachelors in Science