

Austin, Tx – Manchaca
(737) 247-8101
abril.r.moore@gmail.com
abrilliantdesigns.com
[linkedin.com/in/abril-moore](https://www.linkedin.com/in/abril-moore)

Abril Moore

GRAPHIC DESIGNER

Summary

Experienced Graphic Designer with a proven track record in successful rebranding and crafting compelling collateral across multiple languages. Proficient in managing design processes from concept to delivery, reducing production time while maintaining high-quality results. Skilled in creating impactful marketing materials and collaborating across teams to meet deadlines. Bilingual in English and Spanish.

Education

**MASTER OF ARTS (M.A)
GRAPHIC DESIGN**

Faculty of Arts and Design,
UNAM, 2010-2012

**BACHELOR OF ARTS (B.A.) GRAPHIC
DESIGN & VISUAL COMMUNICATIONS**

Faculty of Arts and Design,
UNAM, 2009

POST GRADUATE CERTIFICATIONS:

**DESIGN MANAGEMENT, BRANDING
AND MARKETING**

Faculty of Arts and Design,
UNAM, 2010

**CREATIVITY AND DESIGN IN
MARKETING CAMPAIGNS**

Faculty of Arts and Design,
UNAM, 2009

Skills

Adobe Suite (Illustrator, InDesign, Photoshop), Figma, Sketch, Canva, Slack, JIRA, Asana, Wrike, Monday, Trello, Google Slides, Microsoft Office (Excel, PowerPoint, Word), Wix, Squarespace, PC/Mac OS, UI/UX, Hootsuite, Social Media, Illustration, Typography, Photo editing, Packaging, Branding.

Languages

English: Professional
Working Proficiency
Spanish: Native/Bilingual Proficiency

Work Experience

SR. GRAPHIC DESIGNER

Chickenango Marketing Solutions | Austin, TX |
July 2023 – January 2025

- Led digital and print projects from planning to execution, ensuring timely delivery, goal alignment, and vendor negotiations to optimize quality and costs
- Designed and developed accessible websites in Wix, adhering to WCAG standards for usability and equitable digital experiences
- Managed rebranding for City of Manor, TX, and Estes Tram, CO, creating bilingual collateral like brochures, signage, and social media ads to drive engagement
- Produced marketing materials such as fact sheets, maps, and presentations, elevating visibility, supporting public engagement, and ensuring accessibility compliance

GRAPHIC DESIGNER

New Seasons Market | Portland, OR | November 2021 – March 2023

- Designed over 300 in-store and digital advertising pieces, including social media images and web banners, contributing to the success of seasonal campaigns
- Implemented innovative collateral designs, reducing production and delivery time by 400%
- Oversaw the design process to ensure adherence to brand standards, resulting in visually compelling, high-quality assets

GRAPHIC DESIGNER

LogicMonitor | Austin, TX | January 2022 – August 2022

- Created nearly 400 visual content pieces for various social media platforms such as Facebook, LinkedIn, Twitter, and Marketo
- Designed over 120 unique icons, utilizing diverse styles and approaches. These icons have been successfully incorporated into websites, social media assets, ebooks, and other campaign efforts
- Produced executive marketing materials like ebooks, infographics, and presentations, ensuring high engagement

GRAPHIC DESIGNER

Bazaarvoice | Austin, TX | July 2020 – December 2021

- Crafted visually appealing packaging and social media assets for more than 70 renowned brands, including Hershey’s, Armani, Starbucks, and Vaseline. These designs were instrumental in sampling campaigns and promotions that significantly influenced consumer reviews
- Developed and updated over 100 packages, boxes, and postcard designs, working with existing dielines in Illustrator. Delivered digital and print mockups promptly, even under tight deadlines
- Collaborated closely with the Art Director and account managers to achieve the highest level of quality for each project and ensured error-free final deliverables ready for print production by conducting thorough quality checks

GRAPHIC DESIGNER

Indeed | Austin, TX | August 2020 – July 2021

- Collaborated closely with art directors and project managers to develop and maintain over 120 collateral materials, spanning logos, decks, e-books, emails, landing pages, web banners, digital designs, and social media content. Successfully managed projects spanning across 17 languages and 23 countries
- Led content production for 5 impactful marketing campaigns and spearheaded the creation of the #insideindeed and Indeed+Goodwill logos partnership
- Designed engaging banners, infographics, and digital assets for websites and newsletters, skillfully incorporating illustration, photography, and typography to enhance the visual appeal and user experience

GRAPHIC DESIGNER & INTERNATIONAL MARKETING REP

National Western Life | Austin, TX | February 2014 – March 2020

- Created diverse deliverables for over 15 new product launches, including branding, brochures, logos, infographics, digital illustrations, and web graphics
- Successfully facilitated brand launches with cohesive marketing across e-blasts and digital platforms
- Designed custom concepts and products for high-profile national events at venues like ACL at The Moody Theater, Chicago, Hawaii, Florida, Puerto Rico, and California
- Collaborated with five cross-functional teams, consistently delivering high-quality results by meeting deadlines and handling last-minute challenges efficiently