



SAM MOYER

Advertising and Graphic Designer

www.sammoyerdesign.com
sammoyerdesign@gmail.com
267-733-8785

EDUCATION

BFA in Communication Design at Kutztown University
Concentration in Advertising and Graphic Design

ACADEMIC EXCELLENCE

Deans List 2013-2015

DESIGN EXPERIENCE

Printing Fly Lead Graphic Designer Oct. 2015 - Present
Marketing Collateral, Packaging, Stationery, and Layout Design
(Brochures, Door Hangers, Presentation Folders, etc.), Client meetings,
Ensuring brand consistency, Paper Recommendations, Customer Service,
File setup & Print Production, Overseeing & mentoring other designers,
Invoicing & Project Briefs

Website Growth Oct. 2015 - Present

Search Engine Optimization with Keywords, Website header creation,
sizing of website elements, saving files for web, Invoicing Clients &
advising designers w/ file prep

Designathon 2014, 2015 ; a 24 hr non-profit event

Responsible for concepting, sketching, visually interpreting ideas, and
overseeing a team. Created logos and spot illustrations for Parkland and
Exeter community libraries

Crayola Creative Intern Fall 2014

Responsible for development and design of advertisements,
packaging, posters, a pin, holiday cards, kids monster cutouts,
photography and illustrations

Freelance Design 2015

Suzy Wolfe- Personal Business Logo Design

LA Photo Group Photographer Nov. 2015

Event Photography

WORK EXPERIENCE

Printing Fly Graphic Designer Oct. 2015 - Present

Landscaping- McDuna, Doylestown PA, 2012-2014

Child Care- Smith, Rocco, McCauley, 2006-2014

Pet Care- Smith, Keefer- 2006-2013

Soccer Trainer- Chris Freudig, Chalfont PA 2006-2012

Referee- CBAA Youth Soccer, Chalfont PA 2007-2010

SKILLS

Advanced skills in Illustrator, Proficient in Photoshop, InDesign, Bridge,
excellent development skills, strong visual communication skills,
branding and graphic design, copywriting, conceptual thinking,
illustration and photography