



PRISCILA MORENO

graphic designer / art director / illustrator
priscilamoreno.com

CONTACT

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#: 956-607-9695

SKILLS

- Adobe CC
- Final Cut Pro
- Video Editing
- Illustration
- Photography (film+digital)
- Microsoft Office

EDUCATION

Academy of Art University

BFA in Advertising

Graduated

12/2016

VOLUNTEER

San Diego River Park Foundation

Graphic Designer

2018

BRAND ENCHANTING MEDIA

GRAPHIC DESIGNER/BRAND STRATEGIST

Present

- * Leading the design team for Philadelphia-based rum brand, KLYR, in creating engaging and effective visual solutions for a variety of projects, including web pages, marketing documents, presentations, print collateral, etc.
- * A key leader in the creation and production of all assets that are used at the KLYR Rum Patio at Citizens Bank Park (home field for the Philadelphia Phillies)
- * Collaborates closely with the Creative Director and Director of Strategy to conceptualize and execute the visual identity of the brand as they look to expand nationally
- * Developed a consistent style guide for all graphic designers on the team
- * Provides feedback on work from others as well as receives feedback on own work and incorporates changes when appropriate

FREELANCE

GRAPHIC DESIGNER

2017-Present

- * Conceptualized and designed logos for multiple small businesses, while also assisting in other brand-related tasks like packaging design, product development, and strategic planning
- * Provided creative direction services for rising musical artists in LA, including logos, album art, photography, and illustrations
- * Operated within tight timelines to deliver finished, high-quality designs on time

STRATEGIST

2018-Present

- * Contributed to strategic projects at Collider, an in-house marketing strategy agency for Yum! Brands
- * Discovered cultural trends that helped unlock new product innovation sources for Pizza Hut USA, resulting in the successful launch of Detroit Style Pizza
- * Conceptualized two innovation sessions for Taco Bell in their efforts to reimagine their restaurant and digital experiences
- * Spearheaded development of innovation stimulus for KFC USA, resulting in multiple product launches including Chicken and Donuts

VIDEO EDITOR

2018-Present

- * Demonstrate solid technical expertise in using Premiere Pro to create and edit 35+ videos for a variety of brands
- * Organized over 1,000 minutes of video clips to required lengths and reconstructed them in a series of sequences that were easier to understand
- * Successfully edited multiple videos that played a key role in influencing CMO's (and other members of brand leadership teams) to buy into new strategic direction
- * Brands worked with: UEFA, Pepsi, KFC Global, KFC US, Taco Bell, and Nestle