

950 S. Woodland Hills Drive  
Woodland Hills, UT 84653-2063  
801.368.0884

[craig@moyerdesignworks.com](mailto:craig@moyerdesignworks.com)  
[www.moyerdesignworks.com](http://www.moyerdesignworks.com)  
[www.linkedin.com/in/craigmoyer](http://www.linkedin.com/in/craigmoyer)

## **VISUAL COMMUNICATIONS DESIGN—**

I am a resourceful designer with solid organizational skills and extensive experience in print, photography and web. Flexible and adaptable, my talents lie in finding visual solutions and achieving your project's goals through open-ended techniques.

## **EXPERIENCE**

### **Owner; Graphic Designer/Photographer Moyer DesignWorks 1992–present**

Moyer DesignWorks exists to solve your visual communications problems. I develop logos and corporate identities, catalogs, posters or banners. I also provide you with custom photography.

*Clients include Senforce Technologies, Esther Foundation, American Express, Texaco, Questar.*

### **Graphic Designer/Photographer ThermoWorks 2007-2009**

I designed all the company's catalogs, brochures, and fliers, and maintained their web site.

- Designed a 64-page full-line catalog
- Developed promotional emails

### **Creative Director Calorimetry Sciences 2006-2007**

At Calorimetry Sciences, now TA Instruments, I oversaw the development of brochures and marketing materials for our line of scientific instruments.

- Developed new company web site

### **Graphic Designer/Photographer E. Excel International 2005-2006**

With E. Excel I designed corporate catalogs, brochures and posters. I shot photography of our products for catalogs, and produced images and PDFs for web use.

- Developed a new workflow system for our graphics department projects
- Updated the packaging for all our products to be FDA-compliant

### **Graphic Designer/Photographer Tahitian Noni International 2000–2002**

At TNI I designed magazines, catalogs, brochures and posters, and prepared images for web use. My favorite was designing and photographing Tahitian Noni's magazine, *the Pearl*.

- Increased magazine page count from 16 to 24 and frequency from three to four per year
- Designed logo for new line of jewelry

### **Graphic Designer Franklin Covey 1994–2000**

At Franklin Covey I customized their planners for individual corporate clients.

- Designed Franklin's first week-at-a-glance day planner
- Simplified the seminar guidebook which improved class effectiveness

*Clients include American Express, Ford, NBC Sports, Nest Entertainment, Pfizer Pharmaceutical, United Parcel Service.*

### **Photographer/Production Coordinator Bonneville Communications 1988–1992**

I coordinated the production of audio, video and television programs. What a blast!

- Photographed and produced Salt Lake City's Olympic bid presentations
- Managed the graphics for the television broadcasts of LDS General Conference
- Assisted in film production for the LDS Church, including *On The Way Home*, the series *Families Are Forever*, and several *Homefront* TV campaigns

## **SKILLS**

- Adobe CS4, Quark XPress, Flightcheck.
- Typography and proofing
- Computer maintenance and troubleshooting

## **EDUCATION**

Bachelor of Fine Arts in Photography,  
Department of Design,  
Brigham Young University