

Jade Moreno

SENIOR BRAND DESIGNER · PORTLAND, OREGON

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EXPERIENCE

Senior Brand Designer — *Tidewater Labs, remote*

January 2022 – Present

- Led the brand for a fintech launch that reached 200,000 users in its first year
- Wrote the motion guidelines
- Manage two designers

Designer — *Rook Ledger, Seattle*

June 2018 – December 2021

- Rebranded a 40-store grocery chain
- Built the Figma design system 30 people use
- Art-directed three photo shoots

Junior Designer — *Fieldnote Studio, Portland*

August 2015 – May 2018

- Identity systems for 14 small businesses
- Packaging for a coffee roaster that took a regional design award in 2017

SKILLS

Figma · Illustrator · After Effects · Webflow · Enough HTML and CSS to ship a landing page

EDUCATION

BFA, Graphic Design — **Pacific Northwest College of Art**

2011 – 2015