

Patricia Moon
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Summary

Multidisciplinary graphic designer and educator with an M.S. in Communications Design and over a decade of professional experience in visual communication, branding, and design systems. Experienced in mentoring, critique-based instruction, and teaching visual thinkers how to articulate ideas through written and oral communication. Educational background includes academic lab coordination, youth art instruction, and professional presentations within art and design environments.

Teaching & Academic Experience

Guest Panelist & Lecturer

Pratt Institute - Brooklyn, NY | 2014

- Inside Track into Media - Panelist, November 2014
- Alumni Round Table - Panelist, April 2014
- Participated in academic and professional panels focused on design practice, communication, and career development
- Engaged students in discussion around creative process, interdisciplinary work, and professional pathways

Gallery Director & Artist Collective Organizer

Loft594 Studios & Gallery - Brooklyn, NY | 2012–2014

- Directed a gallery and artist collective supporting interdisciplinary visual and performance artists
- Curated visual art and performance art exhibitions
- Organized and facilitated panel discussions and public conversations with artists and creatives
- Collaborated closely with artists to develop, present, and contextualize their work for public audiences
- Fostered critical dialogue, reflection, and interpretation of artistic practice

Print & Design Lab Coordinator

Pratt Institute - New York, NY | 2010–2012

- Supported graduate students in print and design production within an academic lab environment
- Provided one-on-one guidance, feedback, and technical instruction
- Assisted students in translating conceptual ideas into finished visual and printed work
- Maintained academic standards and supported faculty-led coursework

Summer Art Program Instructor

Guatemala City, Guatemala | 2002-2004

- Taught foundational art to teenage students in a summer program setting
- Developed project-based assignments emphasizing visual storytelling, critique, and self-reflection
- Guided students in presenting and discussing their work verbally and in writing

Professional Experience

Patricia Moon Design - Designer

Lancaster, PA | 2009-Present

- Lead multidisciplinary design projects, including brand identity, illustration, web, and print
- Collaborate with clients and teams worldwide, facilitating clear written and verbal communication of concepts
- Mentor junior designers and collaborators through critique, feedback, and iterative development
- Guide clients in articulating brand narratives and visual strategies

WGI (Wantman Group Inc.) - Art Director

West Palm Beach, FL | 2018-2019

- Led the design and development of a complete website redesign
- Developed systems to coordinate and manage advertising budgets
- Evaluated and researched digital and print advertising opportunities in collaboration with public relations teams
- Contributed to nationwide ad campaigns through concept development and visual execution

Keratin Complex - Senior Designer

Boca Raton, FL | 2015 (Contract)

- Oversaw design for a luxury salon services campaign across print and digital platforms

- Developed adaptable design systems for salon owners to customize within brand standards
- Produced visual assets including tear sheets, social media ads, web ads, and print collateral
- Collaborated on in-house photography, copy, illustration, and video content

IBI Group - Gruzen Samton - Marketing & Graphics Coordinator

New York, NY | 2013-2015

- Led the design and final production of RFPs, emphasizing clarity, organization, and persuasive communication
- Collaborated with marketing leadership to review and refine proposal content
- Oversaw design of branded materials, including invitations, advertisements, floor plans, and presentations

Additional Experience

Loft594 Studios & Gallery - Director

Brooklyn, NY | 2012-2014

- Managed gallery operations and curated exhibitions
- Supported emerging artists through critique, presentation, and professional development

Education

Pratt Institute - New York, NY

Master of Science, Communications Design (Digital Emphasis)

2009-2012

St. Joost School of Art & Design - Breda, Netherlands

Infographic Design Workshop, MFA Graphic Design Program

Spring 2011

Florida International University - Miami, FL

Bachelor of Arts, Liberal Studies

Certificate in Film Studies and European Studies

Minor in Photography and Mass Communications

Dean's List

2007-2009

Miami Dade College - Miami, FL
Associate Degree, Liberal Arts
2005-2007

Skills

- Written and oral communication
- Visual communication and design foundations
- Critique facilitation and mentorship
- Adobe Creative Suite
- Figma and Sketch
- Google Workspace and Microsoft Office
- WordPress
- HTML & CSS (foundational)
- Email marketing platforms (Mailchimp, Constant Contact)
- Fluent in Spanish

Awards & Recognition

- Summer in Paradise - Selected artist, City of West Palm Beach, 2017
- Loft594 - Voted one of the seven best galleries in Bushwick (Brooklyn.com, 2013)
- Ad Unity Scholarship - Operation Jumpstart, 2009