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# Patrick Moran

## Graphic Designer | UI/UX | Branding & Print Production

Portfolio: [www.pdm.design](http://www.pdm.design)

(508) 838-8527

[hello@pdm.design](mailto:hello@pdm.design)

### PROFESSIONAL SUMMARY

Creative and versatile Graphic Designer with 10+ years of experience across branding, digital design, UI/UX, and print production. Skilled in developing impactful visual identities, managing large-scale printing projects, and delivering engaging digital experiences. Adept in Adobe Creative Suite, WordPress, 3D modeling, and SEO-driven marketing strategies. Proven track record of collaborating with diverse clients and cross-functional teams to create cohesive, high-quality designs that drive brand recognition and business growth.

### SKILLS & EXPERTISE

#### Graphic & Digital Design

- User Interface (UI) & User Experience (UX)
- Branding, Visual Identity & Logo Design
- Motion Graphics & 3D Modeling
- Typography & Layout Design

#### Software & Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- WordPress & CMS Platforms

#### Marketing & Web Development

- Web Design & Front-End Development
- Digital & Print Marketing Strategy
- Search Engine Optimization (SEO)

#### Print Production & Packaging

- Large-Scale & Direct-to-Film (DTF) Printing
- Screen Printing, Embroidery Digitization
- Signage, Packaging & Vinyl Printing

### EDUCATION

**New England Institute of Technology, East Greenwich, RI** - *Bachelor of Science in Graphics, Multimedia and Web Design*

GRADUATED SEPTEMBER 2017

### PROFESSIONAL STRENGTHS

- Creative & Detail-Oriented Visual Communicator
- Versatile Designer Across Web, Branding, and Print
- Strategic Thinker in Branding and Marketing Initiatives
- Skilled Collaborator with Cross-Functional Teams

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## PROFESSIONAL EXPERIENCE

### Noise To Go, South Easton, MA - Senior Graphic Designer | Digital Print Production Manager

May 2021 - PRESENT

- Lead graphic design, branding, and print production across apparel, signage, and digital assets.
- Designed and managed the 'Context Shop' e-commerce platform, contributing to a **substantial year-over-year increase** in lead conversion through UI/UX optimizations.
- Streamlined production workflows using Monday.com and Printavo, reducing order processing time by **20%** and increasing daily output capacity
- Conducted rigorous cost analysis for DTF and screen printing operations, reducing material waste by **12%** while maintaining high quality standards.

### Freelance Graphic Designer, Remote - Branding and Logo Design Services

2016 - PRESENT

- Developed comprehensive visual identities for **30+ clients**, resulting in an average **25% increase** in social media engagement for startup brands.
- Collaborate with clients across industries such as retail, insurance, real estate, and food services.
- Develop marketing collateral including business cards, brochures, social media graphics, and website assets.
- Created tailored branding strategies that helped small business clients achieve **measurable increases** in brand recognition and local market presence.
- Manage projects independently, ensuring timely delivery, client satisfaction, and brand

### Brook Insurance Associates, LLC, Warwick, RI - Web Designer | Graphic Artist

May 2020 - December 2020

- Redesigned the corporate website on WordPress, leading to a **30% improvement** in user session duration and a **10% boost** in lead form submissions.
- Managed SEO and Google Ads strategies that increased organic web traffic by **15%** within a six-month period.
- Produced high-impact digital and print marketing materials that supported a **unified brand message** across all customer touchpoints.

### Corporate Art Group, East Greenwich, RI - Associate Graphic Designer

September 2017 - October 2018

- Designed visual assets for framed products, plaques, and large-scale murals.
- Collaborated with the production team to streamline design-to-production workflows.
- Prepared cost estimates and mock-ups for project installations.