

# JON MOSES

*Design // Creative Direction*

## WORK PHILOSOPHY

I believe in design and the power it has to communicate, persuade and engage an audience. From a leadership perspective, I strive to give my team a clear picture of what success looks like, the tools they need to solve the problem and the direction and guidance to inspire them to do their best work.

## INDUSTRY EXPERIENCE

2011 - Present

### **Ideation Orange** **Creative Director**

Meet with prospective clients to understand and help determine project challenges, scopes and budgets.

Develop and present design and production proposals to secure new business.

Direct creative team and/or lead experience design projects aimed at transforming client spaces to achieve a wide array of goals.

Manage team to achieve on target design solutions within budget and agreed upon timelines.

Inform and inspire team with the latest trends and product developments in experiential design.

Collaborate with project manager on scheduling projects, balancing designer workloads and hitting project deadlines.

Present creative solutions to clients to secure necessary approvals through strategy, design and implementation phases.

Creative direct outside partners on photography, illustration and copywriting.

2006 - 2011

### **Designer**

Created design work ranging from signage and experience design, brand identity, websites, motion graphics and print collateral.

Collaborated with external fabricators, printers, copywriters and developers on projects.

Presented work to clients to secure approval.

Work samples can be viewed at  
[www.ideationorange.com](http://www.ideationorange.com)

## CONTACT

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## EDUCATION

2004 - 2008

### **BFA in Communication Design** **College for Creative Studies**

## SKILLS & INTERESTS

A love for connecting with new people and building relationships with clients and team members.

Strong communicator and a passion for presenting creative ideas.

Ability to communicate complex ideas through simple and engaging copy.

Vast understanding of sign fabrication, materials and installation.

Substantial experience leading branding projects from discovery through brand guide documentation.

Basic understanding of interior design and space planning.

## RELATED EXPERIENCE

### **SEGD - Member**

2016 Branded Environments Conference  
2014 Annual Conference

2010 - 2012

### **AIGA Detroit - Programming Director**

Instrumental in coordinating design related chapter events in Detroit.