

Dave Moy

Creative Leadership, Brand Design,
Front-End Development, Motion, Illustration
for IT & Cybersecurity Startups.

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PROFESSIONAL EXPERIENCE

ControlUp February 2024 - Present **Head of Creative (Formerly Art Director)**

Led the strategic evolution of ControlUp's visual brand identity, modernizing it to reflect expanding technological capabilities and long-term corporate goals. As creative lead, I directed the design team to ensure flawless execution across all internal and external touchpoints. To enable the lean team to scale efficiently, I architected a robust design system that maximized resource output while maintaining strict brand integrity.

JupiterOne October 2021 - February 2024 **Senior Designer and Art Director**

Art directed all marketing design campaigns, managing workflows and providing creative direction for both in-house and contract design teams. Through dedicated mentorship, I fostered team growth while ensuring consistent brand execution and continuous visual innovation. Additionally, I managed and optimized the visual asset library, streamlining creative operations to support scalable asset distribution.

Zeller Marketing & Design November 2016 - 2021 **Senior Designer**

Designed and managed a diverse portfolio of projects for multiple clients. Collaborated closely with clients to ensure project success, assigned and mentored junior designers, implemented internal business development initiatives, and art directed photoshoots.

Merge Design & Interactive May - November 2016 **Senior Digital Designer***

Designed websites and digital experiences for a variety of clients. Worked closely with developers to help bridge the gap between design and web development teams.

Quill.com February 2015 - May 2016 **Digital Designer, Web Developer, SEO, Social Media***

Designed and implemented SEO landing pages and assets. Brainstormed and produced creative social media posts, mentored peers on social media projects, supported marketing promotional campaigns by designing and developing landing pages and artwork, pitch concepts and led photoshoots.

Aon Hewitt February 2013 - February 2015 **Senior Designer***

Moira & Company August 2011 - November 2012 **Designer**

Hans Design September 2010 - March 2011 **Designer***

Studio North January - September 2010 **Junior Designer***

EDUCATION

Northern Illinois University August 2003 - May 2008 **B.F.A. Visual Communications**

Harper College January 2009 - May 2009 **HTML and CSS Development**

SKILLS

Adobe InDesign CC
Adobe Illustrator CC
Adobe Photoshop CC
Adobe After Effects CC
Adobe Premier Pro CC
Adobe Lightroom CC
Pre-press/Print production
Figma
HTML and CSS
Email Development
WordPress
Webflow
Microsoft Office Suite
Google Workspace
Monday.com
Jira

*Full-time freelance position