Christine Moh

UX & Visual Designer / Educator

USA +1 973.460.9698 • TW +886 0958269698 • christinejmoh@gmail.com • www.christinemoh.com

Award-winning creative art director
recognized by Telly, Davey, Creativity and Communication Arts Awards

Christine is a pragmatic User Experience & Visual Communications Designer. She believes that "design" is ubiquitous in our lives, and any problem can be solved by a thorough understanding. Through this positive attitude and strong unyielding belief, Christine has accumulated many years of diverse design experience in New York City, and has performed award-winning design services for companies ranging from television, film, entertainment, to advertising industries, creating products ranging from printed and digital media, products, and business systems.

Awards

2007 Bronze, Telly Awards
2007 Silver, Creativity Awards
2007 Silver, Davey Awards
2001 Awards of Excellence,
Communication Arts Design Annual

Skills

Creative
User Experience
Typography
Motion Graphics
Art Direction
Style Guides

Managerial
Organization
Planning
Staff training
Best practices development

Lanuguage
American English
Mandarin Chinese

Tools

Adobe Creative Suite
Microsoft Office
Draw.io
Omni Graffle
VizRT Real-Time Graphics

Experience

September 2018 – Present: Adjunct Assistant Professor
Department of Media Design, Tatung University, Taipei City, Taiwan, R.O.C.

School Year 2019
Teaching First-Year compulsory *"Graphic Design"*, Third-Year compulsory *"Portfolio Design"*, and newly opened and developed *"Film Creativity"*, Second-Year compulsory *"Interactive Visual Design"* and *"Game Design"*

School Year 2018
Teaching First-Year students compulsory courses "Visu*al Communication Design"* and *"Color Theory & Design"*, taught counseling courses on Adobe software, guest lectured Master's Course *"Information Visualization", and* guest lectured for *"Independent Study Lectures at Tatung University"*

2016 – 2017: Senior Designer, CBS News, New York City
Designed weekly graphics and played back graphics live on the air for *"CBS Saturday Morning"*, *"CBS Weekend Evening News"* and *"Face the Nation"*, one of the longest-running shows in American television history

2005 - 2017: Managing Partner, Artifactuality Studios, New Jersey
Artifactuality is an award winning multimedia creative & design studio established since 2005, servicing MTV, Smithsonian Channel, News 12, Oxygen Networks, independent production companies and filmmakers. Our company expanded and contracted per project size and managed up to 6-person teams. Project gamut spans from television pre-production, post-production, print, branding, web and mobile application, to consumer product design

2013 - 2015: Creative Producer, Al Jazeera America, New York City
- Member of Launch Team for the 24-hour news network, broadcasting award-winning content
- Led a rotating team of 9 designers on *"Primetime"* or *"Morning News"*, providing art directions, mentoring and support to the team, design and maintain production templates, output quality supervision
- Managed and controlled workflow by communicating with Editorial team, reducing redundant requests, negotiated best solutions for editorial purposes, helped fact checking editorial content
- Devised effective graphic solutions for editorial scripts using simplified, visually appealing info-graphics
- Successfully rolled out designed graphic products by creating and delivering style guides to staff
- Improved workflow for fast-paced news graphic department by simplifying naming conventions, system file structures, and easy-to-use production templates.
- Simplified iNews operational process by working closely with IT managers
- Defined job descriptions by developing best practices and personal examples during network launch

Education

The Cooper Union for the Advancement of Science and Art, School of Art.
BFA, 1995

Concentration
Visual Communication Design

Courses
Graphic Design, Typography, Offset Lithography, Video Production & Techniques, Photography, Calligraphy

The Cooper Union, located in Manhattan, New York City, is a private college composed of School of Art, School of Architecture, and School of Science & Engineering. With 8% admission rate, this merit based free-tuition college gave its attending students 4 years of full-tuition scholarship based on satisfactory academic performance

Developing Projects

- ***"News and Information Presentation Development in the Aspect of Visual Communication and Aesthetics"***
- **"Cross-Strait Relations" Game Series**
  + The Election
  + The Asia-Pacific War
  + The History of Taiwan

2004 - 2013: Graphic Journalist, CBS News, New York City
Created daily on-air graphics for *"CBS Evening News, Weekend Edition"* and *"Money Watch"*, a Sunday weekly financial news segment, airing during *"60 Minutes"*, sharing average of 12 million viewers with the Nielsen's top 10 rated program.

1999 - 2004: On-Air Designer, MTV Networks, New York City

Project Art Director and Compositor (2001–2004)
- Animated and composited award-winning high profile projects, such as the annual *"Video Music Awards"*, which garnered viewership of approximately 10 million.
- Independently produced, managed, designed, art directed, animated, edited, and composite multiple on-air graphic packagings
- Trained and oriented new staff and freelancers
- Mentored designers on compositing techniques, production requirements and equipment
- Simplified graphic production process by designing various recording forms
- Worked with engineers to develop usability of in-house proprietary automation software in development

Daily Graphics Designer (1999–2001)
- Designed and implemented daily on-air graphics for MTV News and Total Request Live when, according to Nielson Research, it peaked with 757,000 viewers in 1999.
- Improved graphic production workflow by designing and maintaining an efficient file management system

1997 - 1998: On-Air Designer, CNBC, Fort Lee, New Jersey

Senior Designer (Apr 1998 – Dec 1998)
- Designed daily on-air graphics, art directed show packaging
- Helped redesign network map look and on-air graphic user interface (GUI).
- Trained and oriented new freelancers.
- Devised a daily graphics labor recording method to help quantify and report on-air graphics workflow. As a result, the department gained additional headcount budget, and therefore improved the production labors' overall working condition.

Graphics Associate (Dec. 1997 – Apr 1998)
- Built stock indicator boards and full screens on Chyron character generator
- Built stack list using Quantel PictureBox and StillStore
- Reviewed and quality checked on-air graphics prior to air

1995 - 1997: Graphic Design Consultant, Absolute Design, New Jersey
- Independently serviced HLW International, Random House Publishing, and Teach for America
- Also serviced design studios, advertising and PR agencies with clients in financial, food, life science, construction, music and entertainment media industries
- Tasks included but not limited to designing logos, stationery, brochures, labels, newsletters, competition books and presentations.

Publications

Personal Blog
"Between My Ears"
christinemoh.wordpress.com

Article
"Featured Alumna: Kim Holleman" Published by Cooper Union Alumni Association

Been interviewed & featured in:
"InBiz" Magazine. 2nd Quarter 2008
Cover Story: "Build a Brand That Works for you"

"Indie Slate" Magazine. February 2007
"Opening Titles – Tips from the pros at Artifactuality"

"Not Teflon: MTV Design & Promos" (*"Emoticons"* promo series)
Edited by Jeffrey Keyton, introduction by Moby

Volunteer

2010 – 2015
The Cooper Union Alumni Association (CUAA)

Alumni Council Member (2011 – 2013)
- Communications Committee
- Cooper Union Entrepreneurs Society (CUES)
- Developed *"Delicious CUP"* as a self-sustaining business product benefiting the school

The Cooper Union Art School Representative, Class of 1995 (2010 – 2015)

Independent Coursework

Short Story Writing
New York University

Starting Your Own Small Business
New York University

Commercial Production
Parsons School of Design

Advertising Art Direction
Parsons School of Design

Social Psychology
William Paterson University

Management Seminars
Fred Pryors Career Track

Hobbies

Listening to Music
Playing Piano
Singing
Dancing
Drawing
Calligraphy
Yoga
Exercise