# Jesse **Moffett**

BRAND, WEB & MOTION DESIGN

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## SUMMARY


Brand and web designer with 28 years of experience creating distinctive, cohesive visual systems across branding, advertising, and digital experiences. Co-founded and grew a successful web design studio in Sacramento, developed early animated websites, online health tools, and interactive media, and contributed to campaigns at agencies including AKQA and Butler Shine Stern.

More recently, led brand development and creative production for healthcare, education, and community organizations across digital, print, advertising, and environmental graphics.

Now combining extensive design experience with AI-assisted creative production and development to design and build immersive, interactive websites from concept through implementation.


### 2016 – 2025 | Pacific Sky Creative
SENIOR VISUAL DESIGNER, LATER ART DIRECTOR

Served as the primary visual designer—and sole designer for most of those nine years—before advancing to Art Director. Independently managed client design projects from concept through production, including brand identity, websites, advertising, print, environmental graphics, and motion design.

Designed advertising, branding, websites, and collateral for colleges across California, along with digital campaigns, motion graphics explainer videos, and interactive touchscreen maps for high school students exploring college programs.

Also led branding for a medical technology company, including company naming, visual identity, website, advertising, and vehicle graphics, and created identity, website, print, and signage for local organizations.

### 2010 – 2015 | Freelance & Contract Design
CREATIVE CONSULTANT

Provided branding, print, and web design for small businesses across Northern California. Work included logos, packaging, advertising, website updates, and marketing collateral. Worked directly with clients to clarify goals and deliver practical design solutions.

### 2008 – 2010 | Optionetics
MULTIMEDIA / PRODUCT DESIGNER

Designed training materials, web interfaces, and marketing collateral for financial education programs. Led a full redesign of the company website and created animations for presentations and promotional content.

### 2007 – 2008 | Emotive
SENIOR GRAPHIC DESIGNER

Designed all branding and marketing materials for the Audi Sports Car Experience and Jim Russell Racing School at Sonoma Raceway. Created event signage, environmental graphics, promotional materials, and the official event website. Delivered a cohesive visual system aligned with Audi brand standards across all event touchpoints.

### 2005 – 2007 | Butler Shine Stern
MULTIMEDIA DESIGNER

Designed digital advertising and interactive microsites for major brands including LucasArts, MINI, and Sun Microsystems. Created rich media takeovers, animated campaign visuals, and interactive ad experiences that pushed the boundaries of web-based advertising.

### 2003 – 2004 | AKQA
SENIOR GRAPHIC DESIGNER

Designed websites, digital campaigns, and interactive experiences for international clients including Nike, Microsoft, and a major European travel platform. Collaborated across London and San Francisco studios to deliver visual design, layout systems, and campaign assets for high-profile digital initiatives.

### 2001 – 2002 | DNA Sciences
SENIOR GRAPHIC DESIGNER

Designed visual branding, website interfaces, and online advertising for dna.com and early digital health diagnostic tools. Created user-friendly UI that helped establish the company's online presence during its initial growth phase in DNA research and consumer genomics.

### 2000 – 2001 | AudioHighway.com
SENIOR GRAPHIC DESIGNER

Designed interactive digital media players, fully animated websites for music artists, and multimedia greeting cards for one of the first major online media distribution platforms.

### 1998 – 2000 | CoreData Solutions
CO-FOUNDER / LEAD DESIGNER

Built and scaled a web design studio in Sacramento from startup to an established downtown office, serving tech startups, real estate companies, and local businesses. Developed some of the region's first e-commerce sites and database-driven web applications. Created a courtroom animation that helped a client win a multimillion-dollar lawsuit.