

I M A N

IMAN J. MORA

email. imanjmora@gmail.com

contact. 254.394.9789

portfolio. imanmdesign.com



Visual storyteller with expertise in high-level brand development, specializing in clean, elevated, and impactful designs for campaigns and marketing materials. Experienced in managing creative projects, brand management, and both digital and print design.

SKILLS

DESIGN EXPERIENCE

- Illustration & Design
- Graphic Arts Technology
- Digital Media
- Marketing & Advertising
- Logo Design & Branding Identity
- Color Theory
- Typography

PROFICIENCIES

- Adobe Creative Suite
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Adobe Lightroom
- Asana Project Management
- Canva
- Figma

PROFESSIONAL SKILLS

- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint
- Google Slides
- Adobe PDF

EDUCATION

Texas State University

BFA | Bachelor of Fine Arts
Communication Design

EXPERIENCE

ASSOCIATE ART DIRECTOR | FORCE COMMUNICATIONS

Remote, Full-Time

2024 - Current

- Led the creative development of marketing materials, from concept to execution, supporting both internal teams and client-facing initiatives.
- Direct the visual development of medical content, collaborating with cross-functional teams to create compelling designs for healthcare professionals and patient engagement.
- Oversee the execution of creative projects, balancing innovation with compliance to meet regulatory standards and client expectations.
- Storyboard concepts for videos and animations, translating medical content into dynamic and engaging visual narratives for educational and marketing purposes.

SENIOR GRAPHIC DESIGNER | FORCE COMMUNICATIONS

Remote, Full-Time

2023 - 2024

- Collaborated with the Scientific Innovation Department to transform complex medical content into visually engaging presentations for healthcare professionals and patient education.
- Designed high-impact graphics, charts, and infographics to simplify scientific data, ensuring clarity and accessibility across medical audiences.
- Developed branding and design strategies that aligned with regulatory requirements while maintaining creative integrity and visual appeal.
- Managed multiple design projects simultaneously, ensuring accuracy, timeliness, and compliance with industry standards.

CREATIVE PROJECT MANAGER | AFFINITY MEDIA CONSULTING

Remote, Part-Time

2022 - 2023

- Manage concurrent projects, including creative briefs, project startup, execution, completion, and wrap-up.
- Prepare communication plans and project reports.
- Assign graphic design, creative and writing tasks, and manage dependencies, risks, critical paths, and mitigation.
- Own the creative project workflow through delivery, ensuring that requirements, timelines and scope are adhered to.

EXPERIENCE CONT.

PRESENTATION SUCCESS SPECIALIST | PREZENTIUM

Remote, Full-Time

2022 - 2023

- Take complex, technical subject matter and make it clear and engaging.
- Translate data into engaging and approachable outcomes.
- Manage a content editorial process and determine the content, timing, audience and quality of content.
- Facilitate internal communication and client requests for deadline-driven delivery.
- Meet time-constrained deadlines without sacrificing the quality of work.
- Obtain understanding of clients' business models and to learn client nuances and preferences.

FREELANCE GRAPHIC DESIGNER | SE7EN RESTAURANT

Houston TX, Part-Time

2021 - 2022

- Designed cocktail, food, and specialty menus, aligning with the restaurant's upscale aesthetic while ensuring readability and brand consistency.
- Develop exclusive design scope pitch and strategy for project deliverables utilizing proposed marketing budgets and branding objectives.
- Created the logo, branding elements, and wayfinding signage to enhance guest experience and reinforce the restaurant's identity.
- Developed social media templates and marketing materials, driving engagement and promoting the restaurant across digital platforms.

GRAPHIC DESIGNER | STREAM REALTY PARTNERS

Houston TX, Full-Time

2019 - 2021

- Constructed innovative strategies and property design assets for marketing brochures, branded collateral, stationery and on-site marketing installations.
- Cultivated vendor relations and communication for advertised design installation production, commercial prospects and events in collaboration with brokerage and marketing teams.
- Translated analyst sub-market data for quarterly market reports and visual presentation deliverables.

GRAPHIC DESIGNER INTERN | STREAM REALTY PARTNERS

Austin TX, Part-Time

2018 - 2019

- Create visually appealing brochures and marketing materials for property listings, ensuring brand consistency and attention to detail.
 - Capture and edit professional photos of new real estate listings to enhance marketing collateral and online presentations.
 - Design and format email blasts in Mailchimp to promote new listings, company updates, and market reports to clients and stakeholders.
-