

# Clear Horizon

## CURRICULUM VITAE

### Yuanita Moore, Graphic Designer



#### Overview of Expertise

Yuanita is working in the Marketing team and responsible for producing high-quality and strategic visual communications for the organisation. She is an energetic communication designer with great passion for digital and graphic design with the ability to interpret complex information. She is highly-skilled in transforming technical data into engaging visual content that are not only informative but also accessible for a wide variety of target audiences across print, digital and social platforms.

#### Qualifications & Training

2003 – Certificate IV Art, Design and Communication, RMIT Foundation

2007 – Bachelor of Design (Communication Design, First Class Honours), Swinburne University

#### Project Experience

- Deliver high-quality visuals and well-designed print and digital products to help Clear Horizon communicate social and environmental impact to clients and the broader public.
- Supporting staff across the organisation to produce high-quality, visually appealing reports, proposals, graphics and digital communication pieces, using clear and engaging design to communicate complex systems and processes.
- Building visual asset library for the Clear Horizon Academy that support the delivery of engaging and effective learning experience.

#### Dashboard Design



- Understanding the complex needs of a wide range of stakeholders and applying expert knowledge in data visualisation to convey key results/impact.
- Prioritising client's visual brand identity and accessibility to enhance user experience in understanding data and information through digital dashboards.

**Clients:** Great Barrier Reef Foundation, YMCA VIC, Connected Beginnings, Jobscan, Barkly Regional Deal, WWF Aus.

#### Infographics and Stylised Theory of Change



- Applying principles of story-telling, cognitive processing and the use of visuals to best communicate to the target audience.

**Clients:** NSW Koala Strategy, Young Farmer Business Program, Department of Primary Industries (NSW), ARDOCH, Flemington Works, Movember Family Man

# Visual Assets and Document Design



- Creating bespoke diagrams that simplify complex processes and timeline of the organisational Monitoring and Evaluation framework to be accessible to a wide range of audiences.

**Clients:** Movember, Give Where You Live, Victorian Legal Services Board + Commissioner

## Positions held

2012 – 2019: Digital Design Officer, World Mosquito Program, Monash University

2018 – 2019: Freelance Designer, Melba Support Services

2011 – 2012: Senior Graphic Designer, Anmar Group.

2008 – 2011: Graphic Designer, AKDesign

2008: Freelance Designer, Oxford University Press

## Examples of the most recent work:

