

Debbie Moses Ferrari debbie@designfish.com (323) 767-6336



I create beautiful, effective branded vehicles that convey complex objectives through simple message to diverse audiences across multiple layers and channels. #orderfromchaos With 20+ years of experience developing and producing multi-tiered advocacy and issue branding campaigns #notasboringasitsounds I know how to craft effective messages and cut through clutter to reach diverse audiences #editeditedit #slashandburn and have quantifiable results showing how my campaigns have captivated attention, raised awareness, motivated and inspired, and moved audiences to act in ways that shape our society. #wearabikehelmet #bekindtonature #eatyourvegetables I build teams of diverse, talented people, empower them to think big #coffee #chocolate and work with them to create industry buzz #yesmorecoffeethankyou for social media, new and emerging media, and break-through experiences. #teamcaptain I believe in building collaborative relationships between my team, clients, associates, consultants and vendors to successfully meet project goals while elevating the client's brand. #playswellwithothers Strong proponent of mentoring. #ittakesavillage



DESIGN
FISH

Creative Director + Brand Strategist

Realigning brands and missions and turning them into award-winning creative. Scalable communications and creative audits as the backbone for projects. Creating a sandboxes for brands then letting messages out that motivate audiences to act or change a behavior. I work with organizations and associations in healthcare, safety, sustainability, diversity, and equality to create structure that elevates and advances their message and project goals. Branding strategy, resource palettes, print and digital designs, social media creative and other innovative projects. I believe in the power of information, teamwork, consensus building, and peer mentoring.

SpoodlesDoodles: Tails of a Two Dog Night

Owner and Illustrator a.k.a. The Human

The adventures of two media savvy poodles and their Human. Visual Blog. Custom art and illustrations. @SpoodlesDoodles on Facebook. Twitter. Tumblr. Pinterest. Instagram. Paper53. SpoodlesDoodles.com

Lisboa Associates, Inc., Creative Director

Principal at the boutique PR firm, Lisboa Associates, I managed a seven-person creative team (~1/4 of agency employees) with capabilities including print, web, and production. Nurturing zany creativity with efficiency and teamwork enabled our firm to deliver successful, cost-efficient, and award-winning materials for .orgs, .govs, and private sector clients working on diversity issues for minority outreach.

GMMB, Associate Art Director

As a lead creative at this unique agency, changing the world was the daily mission. I worked on high-profile, successful, industry-recognized accounts, providing creative solutions in branding, print collateral, media outreach, event graphics, and unique outreach solutions for clients in health, transportation, community, environmental and women's issues. At a time when GMMB was expanding quickly, I established and maintained our department process and procedures. Lead creative for Johnson & Johnson's SafeKids Worldwide, American Association of Health Plans and numerous political campaigns; key creative on Airbag Safety Campaign, and "Click-It or Ticket".

Discovery Communications Inc., Designer + Image Manager

Never a dull moment at DCI. As a key creative I envisioned, designed, and produced identity, branding, advertising, ad-sales + media kits, program logos, events and exhibits, and promotional and store products for *Discovery Channel*, *Learning Channel*, and *TeacherTV*. When "digitized online" was still a dream, each year I traveled to New York to spend a week scouring tens of thousands of images from around the globe for the "mere" 10,000 that would be our full image library for that year. A migraine or two later, I return and track, maintain, and baby sit them for the year. Responsible for all contract and rights negotiations for quarterly special programming such as "Shark Week", "Extreme Sports", "Submarine Hunter", and "Gombe - Jane Goodall's Journey."

Bachelor of Fine Arts, The University of Texas at Austin

#osxgeek #adobecreativecloudjunkie #windowsunderduress #msoffice #pretendingnottoknowPPT #quickbooks #gottamakethedoughnuts #fontaddict #typographynut #wordpress #qode #visualcomposer

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RECOGNITION

American Advertising Federation • American Institute of Graphic Artists • American Association of Political Consultants • Art Directors Club of Metropolitan Washington • Austin Graphic Art Society • Broadcast Designers Association • Print Graphics Society of America • Public Relations Society of America

PUBLISHED

Logo Lounge Master Library Vol. II
Logo Lounge Master Library Vol. IV

CLIENTS

Aging in New York Fund
Alleva Therapeutics
American Association of Health Plans
American Cancer Society
*** Attorneys Media & Visual Services**
Bill and Melinda Gates Foundation
CHF International
POTUS William Jefferson Clinton
Communication Workers of America
Corporation for National Service
Discovery Communications, Inc.
DCCC
EasierLiving
EMILYs List
EverSky Creative
ExxonMobil Community Partnerships
F&M
Goodbye Marilyn stage production
Johnson & Johnson
Senator John F. Kerry
John Kerry for President
Local Initiatives Support Corp.
Loudoun County Sanitation Authority
*** MyOwnMed, Inc.**
NARAL
National Bone Health Campaign

National Highway Traffic Safety Administration
Nutrition Screening Initiative

*** People's Community Clinic of Austin**

PEW Charitable Trust
Population Services International
Rainbow Housing Assistance Corporation
Robert Wood Johnson Foundation
SAFEKIDS Campaign
Sally's Place Food & Travel
SOS Children's Villages

Tinsel & Coal stage production

Twenty First Century Democrats
Texas Association of Cardiovascular
and Pulmonary Rehabilitation

*** The Design Difference**

The Smithsonian Institutions
The United States White House
United Negro College Fund
United Nations Foundation
US Department of Agriculture: Sustainable
Agriculture Research and Education program
US Department of Transportation
US EPA EnergyStar® Small Business
Vision Council of America
Voter's For Choice

*** Current**

AGENCY CONSULTING

Blue Donkey Group
*** Fischer Design**
Fleishman-Hillard
Frisby & Associates
Gibson Creative
GMMB, Inc.
Grunwald Communications
ICF, International

Kepferle Productions
MSHC, Inc.
Weber-Shandwick
Ogilvy PR
Porter Novelli
Serendipity Creative
Strata Media