

Haley Moore

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OBJECTIVE: To develop rich artistic, promotional and journalistic content.

EDUCATION: BA English from The University of Texas at Austin, 2004

EXPERIENCE:

2008 to present Copy Editor/Reporter, **Coppell Citizens' Advocate** (Coppell, TX)
Write news stories, edit stories from contributors and other sources.

2009 to present Reporter, **Culture Hacker** (The Workbook Project)
Research, write, and publish magazine-style pieces on transmedia. Interview subjects for interview pieces.

2007 Webmaster, **Unnatural Selection ARG** (ARG Studios)
Developed branding and web design for two web sites in this promotion for the American opening of the Korean film The Host. Wrote audience interactions and general game materials.

2006 Game Developer, **Chasing the Wish 2** (ARG Studios)
Developed and distributed sculptural art for a comic book promotion. Wrote posts and direct interactions with audience members. Additional graphics design, web development, puzzle design, writing.

2006 Artist, **Hive Mind** (Brain Shade Games/Independent)
Developed graphics for a downloadable PC game. Designed packaging for published game. Wrote packaging and promotional copy.

2005 Game Developer, **Omnifam** (Independent)
Designed and developed three web sites for fictional entities inside the campaign. Designed and distributed promotional "swag" for US and international audience members. Incidental graphics development, writing, puzzle design, prop design.

2004 Technical Writer (Third Millennium Engineering)
Edited and designed product manuals for hardware release.

2003-4 PR Manager, **University of Texas Madrigal Dinner** (Volunteer)
Developed promotional print materials which appeared on the UT Capital Metro transit system.

SKILLS: Wordpress, HTML/CSS/PHP, Photoshop, Illustrator, print design