

**Haley Moore**  
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**OBJECTIVE:** To use technology to find new ways of telling stories with objects.

**EXPERIENCE:**

- 2012** Prop Designer, **Clockwork Watch** ([clockworkwatch.com](http://clockworkwatch.com))  
*Created calling cards for a fictional organization in a steampunk transmedia experience. Vector illustration.*
- 2011** Propmaker, **Reality Ends Here** (University of Southern California)  
*Created flags, medals, and laser cut leather bracelets for a semester-long alternate reality game designed by Jeff Watson for first year students in USC's School of Cinematic Arts.*
- 2010 to Present** Creator, **Sew By Numbers**  
*Designed a DIY plush doll, whose fabric parts can be made with a home inkjet printer. Creative Commons project shown at Foo Camp 2010.*
- 2009 to present** Contributor, **[Workbook Project](#)**  
*Co-host of Transmedia Talk podcast. Feature writer for transmedia blog.*
- 2008 to present** Copy Editor/Reporter, **Coppell Citizens' Advocate** (Coppell, TX)  
*News writing, news editing, content management, design, photography. Weekly print newspaper.*
- 2010** Commissioned Artist, **TEDxSMU** (with [Dallas Makerspace](#))  
*Built person-sized electronic paint brushes for digital canvas installation.*
- 2010** Writer, **Search for New Lifeforms** ([Jackmo.com](#))  
*Wrote the conclusion to a graphic short story available on the web.*
- 2000 to 2008** Writer, **Madrigal Feast** (Coppell High School, Paschal High School)  
*Wrote original plays for a yearly music and drama production presented by two award-winning choral ensembles.*
- 2007** Web Designer, **Unnatural Selection ARG** (ARG Studios)  
*Developed branding and web design for two web sites in an alternate reality game promoting 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 an alternate reality game to promote a comic book release.*

*Wrote posts and direct interactions with audience members.  
Additional graphic design, web development, puzzle design, writing.*

**PORTFOLIO:** [www.toenolla.com](http://www.toenolla.com)

**TALKS AND WORKSHOPS:**

- 2011**      “Research & Development(s)”, **Storyworld Conference**  
*Presented a transmedia book project at the inaugural year of this annual transmedia conference.*
- 2010**      “Artificer Academy”, **ARGFest 2010** (with Michelle Senderhauf)  
*Interactive workshop on creating artifacts for Alternate Reality Games. Attendees created physical objects to conclude a story.*
- 2010**      “Open Source Tools and Models for Artists”, **Dallas Makerspace**  
*Lecture on what the concept of open source means for artists, for Software Freedom Day 2010.*
- 2010**      “Sew By Numbers”, **Late Night Art Bytes** (Dallas Museum of Art)  
*Discussed Sew By Numbers, a distributed, open toy project, as part of a presentation by the Dallas Makerspace.*

**SKILLS:** Packaging design, graphic design  
Design for rapid prototyping, laser cutter operation  
Photoshop, vector graphics and design  
Wordpress, PHP, CSS

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