

# DAVID ALEXANDER MOORE

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San Francisco, Bay area

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I'm an ambitious senior creative with a deep love for technology and creativity and using those tools to build engaging experiences for users and customers. For the past a decade I've worked on setting the strategic and creative direction for brands, agencies, and startups and love every minute of it. I have a genuine passion for setting business initiatives, managing and developing creative teams, problem-solving and leveraging new technology to address old problems.

I've successfully developed campaigns for companies such as Adobe, Nascar, Visa, Docker, and Dell by leveraging bleeding edge technology, a sharp strategy, and an eagerness to be creative and solve problems. With this work flow, I've been able to look at challenges with a 360° lens.

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## CORE COMPETENCIES

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Analytical Thinking

Planning & Allocation

Creative Design & Brand Development

Team Development/Deployment/Motivation

Risk Management assessment

Detail Oriented & Result Driven Creative

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## PROFESSIONAL EXPERIENCE

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### Zoosk

Creative Director of Brand Experiences

January 2016 - Present

- Rebuilt the website which increased user signups by 15% in the first 2 weeks.
- Redesigned the in-app pay wall to reflect a more compelling value-add.
- Modified the brand for specific targeted audience.
- Designed the experience over multiple platforms by developing marketing materials that help to form a company's identity.
- Work seamlessly to develop creative for three departments; UX, product and marketing.

### Zoosk

Senior Visual Designer

October 2015 - January 2016

- Kept creative engine on the forefront of emerging innovative trends.
- Articulated & collaborated design strategies with the marketing team.
- Developed creative concepts and execute designs for all digital advertising platforms.
- Increased creative design to elevate the company.
- Initiated ongoing digital A/B and multivariate testing strategy to increase click-through and conversion rates of advertisement and landing pages through thoughtful design iteration.

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## Kenwood Experiences

Visual Designer/Art Director

August 2011 – October 2015

- Delivered projects to Fortune 500 companies i.e. Adobe, NASCAR, Dell, Deep Silver and Square Enix.
- Managed creative teams to provide both national and international campaigns.
- Managed 30-second television ad & creative product packaging.
- Lead teams in development, design and production of brand-extending and cross-channel campaigns.
- Provided innovative concepts, photo art direction and preliminary sketches.

## EMI

Senior Visual Designer/Art Director

October 2009 – October 2014

- Lead design team on website architecture, television slates, direct mail, print ads and bold outdoor signage. • Supervised and guided junior design staffs and freelancers.
- Collaborated with copywriter and design manager on concepts for monthly campaigns.
- Directed, designed and managed internal creative materials, collateral and promotional ads.
- Worked and consulted with the executive team to draw out a vision for company marketing strategies.

## DAMGOODWORK

Brand Experience Consultant

January 2006-Present

- Specialized in; illustrator, in design, Photoshop, sketch up, sketch, 3D projection mapping, immersive video story telling.
- Managed multiple projects simultaneously as an expert.
- Acted as an art director, visual designer, web developer and creative for various industries and platforms.

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## ARTICLES AND INTERVIEWS

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[My Morning Routine](#)

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[Interview with Drubbler: The future of Design](#)

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[The Moment I Realized I Wasn't An "Artist". How It Transformed My Design Career Forever.](#)

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