

Douglas Moore

Creative Director | Brand, Ecommerce & Content Production

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SUMMARY

Creative Director with 16+ years of experience, including 7+ years as Creative Director, building ecommerce brands from the ground up. Grew a creative department from a solo designer and a five-person photo team to 37 people across photo, video, design and photo editing, with additional offshore teams in Turkey, Switzerland and the Philippines. Helped scale Rugs.com from a regional business into a major ecommerce brand and established Unique Loom across B2B wholesale and direct-to-consumer. Hands-on player-coach across brand identity, art direction, UI/UX, photography, video and email marketing.

KEY RESULTS

- Oversaw photography of 500,000+ rugs over 14 years, setting the lighting and angle standards behind 5.5 million+ product images.
- Grew Rugs.com email open rates from 9% to 23%.
- Managed creative for a multimillion-dollar marketing budget.
- Increased showroom foot traffic 15% at the Las Vegas, Dallas, and High Point markets with a targeted Unique Loom email campaign.

PROFESSIONAL EXPERIENCE

Fractional Creative Director (Self-Employed) - FORMOORE | Charlotte, NC (Remote)

OCT 2023 - PRESENT

- Provide fractional creative direction, web design, marketing and social media campaign consulting, helping clients strengthen their brand, website and campaigns.
- Consult as director of photography on independent film and video projects, leading cinematography from planning through production.
- Shoot and edit client and independent video work, including documentary storytelling, music and visual albums, and mission-driven content, handling editing, color and sound through final delivery.

Creative Director - UNIQUE USA INC (Rugs.com) | Fort Mill, SC (Hybrid)

DEC 2018 - MAY 2026

- Built Rugs.com into a nationally recognized ecommerce brand and Unique Loom into a leading name in B2B wholesale and retail, creating the visual identity and creative systems for both.
- Hired and led a creative department of up to 37 people (25 in photo/video production, 12 in design and photo editing), plus additional offshore photo teams in Turkey, Switzerland and the Philippines.
- Managed a leadership team of an Art Director, Director of Photography, Photo Studio Manager, Graphic Design Lead and Marketing Manager, and ran performance reviews for the creative team.
- Extended the team with Upwork freelancers and partner photo studios in Charlotte and High Point, NC, owning contracts and scopes and leading creative direction on every shoot.
- Managed creative for a multimillion-dollar marketing budget, prioritizing work against business goals.
- Owned UI/UX and web design for eight ecommerce sites (Rugs.com, eSaleRugs.com, HandKnotted.com, iRugs.uk, iRugs.ch, AURugs, Rugs.ca and UniqueLoom.com), including cart, checkout and account flows.
- Built the campaign template system and brand styles behind two sales a week across seven DTC storefronts (700+ launches a year), and redesigned the Rugs.com homepage around it.
- Designed every iteration of the product photo studio, using automation and AI post-production to cut the crew from 13 people to 3 at up to 150 rugs a day, plus a 10-bay lifestyle studio with interchangeable furniture, decor, walls and floors shooting up to 120 products a day.
- Built a ComfyUI workflow that turned overhead product shots into lifestyle room images without altering the product, and directed an in-house studio automation platform built with our developer for image approvals, background removal, color consistency checks and recoloring.
- Directed celebrity campaigns with Jane Seymour, Jill Zarin and Sabrina Soto from concept through final delivery, personally shooting and editing the highest-visibility work.

- Handled brand collaborations with Vince Camuto, Marilyn Monroe, WM Brown and Haerfest Coffee.
- Led creative direction for the Happy Rugs x Rugs.com collaboration, including the landing and product pages, all product photography, rug label and influencer gift box packaging, and a social media campaign reaching the collaborator's 1.7M followers across Instagram and TikTok.
- Built automated email programs across every brand site to drive repeat purchases, growing Rugs.com open rates from 9% to 23%.
- Created paid ad creative for Rugs.com across Meta, TikTok, Pinterest, YouTube and Google Shopping (static, carousel and short-form video) and managed the Google video ad campaigns, iterating on top performers.

Creative Lead - UNIQUE USA INC (Rugs.com) | Fort Mill, SC

JAN 2014 - DEC 2018

- Promoted to lead the photo editing team and built out campaign design capacity, delegating to and mentoring junior designers as the department scaled.
- Built the earliest visual identity for Rugs.com and designed logos and identities for subsidiary brands, establishing the design foundation the brands scaled from.
- Built the product video pipeline for the online catalog, producing thousands of product videos across 240 machine-made collections, with a collection video plus a video for every colorway.

Graphic Designer - UNIQUE USA INC (Rugs.com) | Fort Mill, SC

MAR 2012 - JAN 2014

- Designed the original logo, print materials and campaign advertising that launched Unique Loom.
- Designed and scheduled email and sales campaigns across five websites.

Graphic Designer - In The Image | Charlotte, NC (Remote)

FEB 2011 - SEP 2012

- Designed and built WordPress websites for 30 Charlotte-area clients, with custom CSS and full brand packages, plus photography and video for client campaigns.

SKILLS

Creative Leadership: Creative Direction, Creative Strategy, Creative Briefs, Team Leadership and Mentoring, Hiring and Team Building, Offshore Team Management, Agency, Freelancer and Vendor Management, Cross-Functional Collaboration, Project Management, Creative Operations and Workflow Design, Budget Management

Brand and Marketing: Brand Strategy, Brand Identity Systems, Brand Guidelines, Integrated Campaigns, Celebrity and Influencer Collaborations, Performance Creative, A/B Testing, Email and Retention Marketing, Trade Show and Showroom Design, B2B, DTC and Ecommerce Marketing

UI/UX and Web Design: UI/UX Design (User Interface and User Experience), Ecommerce Web Design, Checkout and Account Flows, Product and Landing Pages, Responsive Design, Wireframing, Prototyping, Design Systems, App Design, Conversion Rate Optimization (CRO), Search Engine Optimization (SEO)

Design: Art Direction, Graphic Design, Logo Design, Typography and Layout, Catalog and Print Design, Presentation and Pitch Deck Design, Digital and Social Advertising, Packaging Design

Photo and Video Production: Photo and Video Direction, Product and Lifestyle Photography, Photo Styling and Set Design, Photo Retouching, Cinematography, Video Editing, Color Grading, Motion Graphics, Studio Build-Out, High-Volume Production

AI and Automation: Generative AI Image Compositing, Prompt Engineering, AI Post-Production Workflows, Production Automation, Adobe Firefly, Photoshop Generative Fill, Midjourney, ChatGPT, Claude, Topaz Photo and Video AI, ComfyUI, Figma AI

Creative Software: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, Bridge, Acrobat, Premiere Pro, After Effects, XD), Figma, Sketch, Capture One, DaVinci Resolve, Frame.io, Affinity, Canva

Ecommerce, Marketing and Analytics: Shopify, WordPress, Wix, Amazon Seller Central, Salsify (PIM), HubSpot, Listrak, Bronto, Mailchimp, Meta Ads Manager, Google Analytics, Google Search Console

Project Management and Collaboration: Airtable, Asana, Trello, Slack, Upwork, Microsoft 365 (PowerPoint, Excel, Word), Google Workspace (Slides, Sheets)

EDUCATION & CERTIFICATIONS

Associate of Applied Science (AAS), Advertising and Graphic Design

Central Piedmont Community College, Charlotte, NC | 2010

Specialization in Typography, Central Piedmont Community College | Jan 2010