

douglas moore

CREATIVE DIRECTOR

Creative Director with 16+ years scaling ecommerce brands from the ground up. Built and directed a 37-person creative department, owned UI/UX across five ecommerce sites, and produced photo, video, and campaign content for national and celebrity-backed brand partnerships.

SKILLS

- Creative Direction & Strategy
- Team Leadership
- Brand Development & Strategy
- Art Direction
- User Experience (UX) & UI Design
- AI-Assisted Design & Image Compositing
- Lifestyle & Product Photography
- Cinematography & Video Production
- Graphic & Web Design
- Print & Layout Design
- Adobe Creative Suite
- Figma, DaVinci Resolve, Affinity

EDUCATION

CENTRAL PIEDMONT
COMMUNITY COLLEGE

AAS - Advertising and Graphic Design
Graduated 2010

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR

UNIQUE USA INC | DEC 2018 – MAY 2026

- Built Rugs.com into a nationally recognized ecommerce brand and Unique Loom into a leading name across B2B wholesale and retail, establishing both brands' visual identity and creative systems from the ground up.
- Hired and directed a 37-person creative department - 25 in photo/video production, 12 in design - including offshore photo teams across Turkey, Switzerland, and the Philippines.
- Owned UI/UX and web design across five ecommerce sites (Rugs.com, eSaleRugs.com, HandKnotted.com, UniqueLoom.com, and iRugs.uk), including core purchase and account flows.
- Designed multiple in-house photo studios and production workflows, incorporating automations and AI post-production processes - cutting the crew needed for product photography from 13 people to 3, while enabling up to 150 rugs shot per day.
- Directed celebrity collaboration photo and video campaigns featuring Jane Seymour, Jill Zarin, and Sabrina Soto, from concept through final delivery.
- Built and ran automated email marketing programs across every brand site to drive repeat purchases and customer retention.

CREATIVE LEAD

UNIQUE USA INC | JAN 2014 – DEC 2018

- Promoted to lead the photo editing team and built out campaign design capacity, delegating and mentoring junior designers as the department scaled.
- Built the earliest visual identity for Rugs.com, establishing the design foundation the brand scaled from.

GRAPHIC DESIGNER

UNIQUE USA INC | MAR 2012 – JAN 2014

- Designed the original logo, print materials, and campaign advertising that launched Unique Loom.
- Developed email and sales campaign design and scheduling across 5 websites.

GRAPHIC DESIGNER

IN THE IMAGE | FEB 2011 – SEP 2012

- Built and launched WordPress websites for client accounts, managing ongoing database updates and daily content operations.
- Designed brand identities and produced photography and video content for marketing campaigns across a range of Charlotte-area clients.