

douglas moore

CREATIVE DIRECTOR

Multidisciplinary Creative Director with 16+ years of experience building scalable brand identities, driving UI/UX strategy, and leading creative teams from concept through production.

SKILLS

- Creative Direction & Strategy
- Team Leadership
- Brand Development & Brand 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

- Brand Scaling: Scaled Rugs.com from a regional business into a major ecommerce brand and helped establish Unique Loom as a successful brand across B2B retail and wholesale platforms, building visual identity and creative systems from the ground up
- Creative Leadership: Directed a 37-person creative department; a 25-person photo/video crew and a 12-person design team, with offshore photo teams in Turkey, Switzerland, and the Philippines
- UI/UX & Web: Led UI/UX and web design across Rugs.com, eSaleRugs.com, HandKnotted.com, UniqueLoom.com, and iRugs.uk, including core ecommerce flows like cart and account, plus supporting app design
- Campaign Management: Managed scheduled and automated email marketing campaigns across multiple brand sites, driving customer engagement and retention
- Photo & Video: Directed celebrity photo and video campaigns with Jane Seymour, Jill Zarin, and Sabrina Soto. Designed an in-house photo/video studio for lifestyle product content

CREATIVE LEAD

UNIQUE USA INC | JAN 2014 – DEC 2018

- Team Growth: Promoted to lead a photo editing team; delegated campaign design to junior designers as the team grew
- Brand Identity: Designed logos and visual identities for subsidiary brands, including early Unique Loom and Rugs.com work

GRAPHIC DESIGNER

UNIQUE USA INC | MAR 2012 – JAN 2014

- Brand & Campaigns: Designed logos, print materials, and campaign advertising for Unique Loom and Rugs.com in their early development
- Digital Campaigns: Managed email and sales campaign design and scheduling across 5 websites

GRAPHIC DESIGNER

IN THE IMAGE | FEB 2011 – SEP 2012

- Web Development: Built and maintained WordPress websites, including database updates and daily content management
- Brand & Campaign Production: Designed brand identities and produced photography/video for client marketing campaigns