

douglas moore

CREATIVE MARKETING

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
- Brand Development & Visual Identity
- UI/UX & User-Centered Design
- Graphic & Web Design
- Photography & Art Direction
- Video Production & Editing
- Digital & Print Advertising
- Marketing & Content Strategy
- Team Leadership

EDUCATION

CENTRAL PIEDMONT
COMMUNITY COLLEGE

AAS - Advertising and Graphic Design
Graduated 2010

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR

RUGS.COM | 2019 - 2026

- Brand Scaling & Identity: Built the foundational brand identity from the ground up, successfully scaling Rugs.com from a local South Carolina business into a major e-commerce presence.
- Creative Leadership: Directed a multidisciplinary creative department of 37 professionals, managing a 25-person photography and video crew alongside a 12-person graphic design and photo-editing team.
- End-to-End Production: Oversaw comprehensive creative pipelines—including digital marketing, advertising, web design, and UX—to ensure a cohesive, high-converting customer experience across all channels.

LEAD GRAPHIC DESIGNER

UNIQUE USA INC | 2012 - 2019

- Full-Cycle Creative Strategy: Directed branding, graphic design, and digital marketing initiatives from initial client ideation through final production.
- Multimedia Production: Produced high-quality photography, video, and digital media to drive visual storytelling across campaigns.
- Digital & UX Optimization: Partnered with internal teams to execute web design updates and UX improvements, ensuring a cohesive digital experience.

GRAPHIC DESIGNER

IN THE IMAGE | 2011 - 2012

- Web & Digital Production: Built and maintained WordPress websites alongside daily digital content.
- Brand & Asset Design: Developed core brand identities, including logos, advertising, and print materials.
- Campaign Multimedia: Shot and produced targeted photography and video assets for various marketing campaigns.