ALAYCIA MOORE

alayciasmoore@gmail.com
www.alaycia.com
www.linkedin.com/in/alaycia-moore

SENIOR ART DIRECTOR ANIMATOR & ILLUSTRATOR

Driven by curiosity, creative intuition, and a genuine interest in culture. Believes the strongest ideas begin with asking the right questions, uncovering meaningful insights, and exploring unexpected ways to bring concepts to life. Brings an informed, thoughtful perspective to creative challenges, developing work that is purposeful, engaging, and meaningful to the audiences it reaches.

EDUCATION

Bachelors of Fine Arts in Graphic Design
Louisiana Tech University

Bachelors of Fine Arts in Studio Art
Louisiana Tech University

AWARDS & CREDENTIALS

Guest Lecturer at Howard University | 2026
Delivered a creative industry lecture to graduating marketing senors, sharing insights on creative careers, art direction, and the intersection of creativity and marketing.

Camp ADDY Awards | 2026
Creative Judge
American Advertising Federation

Google AI Essentials | 2023
Coursera

Multiple ADDY Awards Recipient | 2018-2020
Recognized for creative work produced at Eighty Three Creative Inc.

Regional Design Award | 2017
Print Magazine

Best in Show | 2017
The Great Maker's Show

CREATIVE TOOLS

Illustrator	Google Suite
Figma	Microsoft Suite
Photoshop	Google Gemini
After Effects	Adobe AI
InDesign	Canva
Premiere Pro	Google Stitch
Frame.io	Asana
Lightroom	CapCut

EXPERIENCE

METHODS AND MASTERY

Senior Art Director **| Sept 2026 - Present**
Art Director **| Nov 2022 - Sept 2026**
Designer **| March 2021 - Nov 2022**

- Lead creative strategy, concept development, and visual direction for integrated campaigns and digital experiences across Google Chrome, Wear OS, YouTube, Aveeno, Google Pixel, and more.
- Develop creative across campaign, experiential, social, and digital platforms, including brand activations, product launches, and consumer-facing experiences.
- Translate complex ideas and product features into cohesive visual systems and engaging content through design, storyboarding, motion graphics, video editing, and UI design.
- Present creative concepts, visual directions, and strategic recommendations to clients and stakeholders, communicating creative rationale and guiding feedback through approval.
- Collaborate with cross-functional teams and production partners to guide creative execution, maintain quality, and brand consistency through delivery.

EIGHTY THREE CREATIVE

Designer **| Jan 2018 - March 2020**

- Designed brand identities, packaging, campaign assets, digital and print materials for AT&T, Jack Black, The Tot, Bullion, The Bridge Homelessness Shelter, Mercanti Florentini, 400 Record, Labora, Favor the Kind, and more.
- Created environmental graphics, event collateral, social content, and motion assets across brand and experiential projects.
- Collaborated with creative directors, producers, and production teams to develop and execute concepts from exploration through final delivery.

EXPERIENCE CONTINUED

RAZORFISH

UI Designer, Contract | Nov 2017 - Dec 2017

- Translated user flows and wireframes into refined, production-ready interface designs in collaboration with senior UX and product teams.
- Developed digital interface designs for Best Buy, Costco, and Staples.
- Applied usability, accessibility, and brand standards to digital experiences under accelerated timelines.

TEGNA

Freelance Designer | Oct 2017

- Designed broadcast graphics and digital assets for on-air programming and online platforms, supporting visual communications across multiple media channels.

EIGHTY THREE CREATIVE INC.

Design Intern | May 2017 - Aug 2017

- Collaborated with marketing and social media interns to develop a data-informed business concept, using consumer insights, social trends, and community research to shape its brand, marketing strategy, and go-to-market approach.
- Developed the business from concept to execution, including budget planning, brand identity, visual mockups, advertising concepts, and social media content strategy.
- Partnered with clients to support project development, gaining hands-on experience in client collaboration, creative problem-solving, and translating business needs into visual solutions.
- Collaborated with Gensler and a team of architectural interns on a cross-disciplinary project, contributing design perspectives and creative concepts.

INDEPENDENT

Freelance Illustrator & Art Director | 2015 - Present

- Provided branding, design, and illustration services for Easy Sliders, Terry Black's Barbecue, Safe Conversations, and independent businesses, developing visual identities, custom artwork, and brand assets.
- Lead freelance projects from initial concept through final execution, working directly with clients to bring creative ideas to life.