

Alaycia Moore

Art Director, Animator, & Illustrator

SUMMARY

Art Director with a decade of experience leading concept development, visual strategy, and end-to-end creative execution across branding, digital, and product initiatives. Known for translating complex information into clear, compelling visual narratives that drive engagement and results. Combines strategic thinking with data-informed creative decisions to deliver work that performs. Brings expertise in animation, illustration, UI/UX, and video to shape cohesive creative systems and support high-performing teams.

CONTACT

318-477-1333
alayciasmoore@gmail.com
www.alaycia.com
www.linkedin.com/in/alaycia-moore

EDUCATION

Bachelors of Fine Arts in Graphic Design
Louisiana Tech University

Bachelors of Fine Arts in Studio Art
Louisiana Tech University

SKILLS

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

CERTIFICATIONS

Google AI Essentials - Coursera

AWARDS

Regional Design Award
Print Magazine

Best In Show
The Great Maker's Show

Part of the creative team behind
Addy-winning campaigns at
Eighty Three Creative Inc.

EXPERIENCE

Art Director - Methods + Mastery March 2021 - Present

- Lead creative concepting, visual strategy, and digital campaign development for clients which included Google Chrome, Wear OS by Google, YouTube, SLB, Aveeno, Google Pixel, Android, and more.
- Partner with strategy, account, UX, and development teams to align creative direction with business objectives, audience insights, and platform best practices.
- Translate complex ideas and product features into clear, compelling, and scalable visual systems for paid social, product launches, web, and mobile experiences.
- Present creative work, rationale, and strategic recommendations to internal stakeholders and client teams, guiding feedback cycles and decision-making.
- Develop motion graphics, storyboards, UI layouts, and prototypes to support creative pitches, narrative storytelling, and content performance.
- Partner directly on set with photographers, videographers, and motion teams to ensure creative vision is executed accurately, maintain brand integrity, and support high-quality production across campaigns.

Designer - Eighty Three Creative January 2018 - March 2020

- Supported creative direction and execution across branding, campaign, experiential, and social work for clients including AT&T, Labora, 400 Record, The Tot, Mercanti Florentini, Jack Black, White Box, Fruit of the Earth, Favor the Kind, The Bridge, Bullion, and Black Tie Dinner.
- Designed brand identities, packaging, environmental graphics, event collateral, animations, social content systems, and digital/print materials.
- Contributed to strategic phases of projects through competitive research, mood mapping, concept development, and client presentations.
- Collaborated with Creative Directors, producers, and cross-disciplinary teams to uphold quality, consistency, and brand integrity across touchpoints
- Worked on set alongside photographers, videographers, and production teams to oversee visual execution of campaigns, ensuring designs and brand standards translated seamlessly from concept to final assets.

EXPERIENCE CONTINUED

UI Designer (Contract under Aquent Talent) - Razorfish **November 2017 - December 2017**

- Supported senior UX and product teams by translating user flows and wireframes into polished, production-ready UI designs.
- Delivered interface designs for enterprise clients including Best Buy, Costco, and Staples, leveraging Citibank's financial servicing architecture.
- Ensured usability, accessibility, and brand consistency across digital platforms while working under tight timelines in a fast-paced environment.

Freelance Illustrator / Designer (Independent)

2015 – Present

- Delivered design and illustration solutions for a variety of clients, including Easy Sliders, Terry Black's Barbeque, Safe Conversations, as well as independent logos, packaging, and branding projects for small business owners.
- Developed hand-lettered, chalkboard, and digital artwork to strengthen brand identity and storytelling.
- Managed full project lifecycle independently, from concept development to final delivery, including client communication, timelines, and quality control.
- Collaborated with photographers, videographers, and production teams on set to ensure creative vision was executed accurately.