



# Hi, I'm Alaycia Moore.

## CONTACT

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## EDUCATION

**Bachelors of Fine Arts in Graphic Design**  
Louisiana Tech University

**Bachelors of Fine Arts in Studio Art**  
Louisiana Tech University

## SKILLS



Photoshop



Illustrator



After Effects



InDesign



Lightroom



Premiere Pro

Adobe Fresco  
Asana  
Calligraphy  
CapCut  
Ceramics  
Chalkboard Art  
Drawing  
Figma  
Frame.io  
Google Suite  
Microsoft Suite  
Painting  
Premiere Pro  
Presentation Design  
Print Production  
Procreate  
Screen Printing  
Storyboarding  
Teamwork  
TikTok  
Toggle  
Video Editing

## CERTIFICATIONS

Google AI Essentials - Coursera

## AWARDS

Regional Design Award - 2017  
Print Magazine

The Great Maker's Show - 2017  
Louisiana Tech University

2nd Annual Student Digital Painting  
Art Exhibit

New Frontier's Medical Illustration - 2017  
Louisiana Tech University

I'm an Art Director dedicated to problem-solving through a diverse array of techniques and thorough research in the ever-evolving digital landscape. Whether taking the lead on creative projects or operating behind the scenes, I enjoy the process of collaborating with a team which gives me the opportunity to acquire new tools and apply them where necessary. My passion is guided by the idea of fostering connections, focusing on the details, and bringing light and laughter wherever I go. Through exploration, meticulous planning, and an open-minded approach, my mission revolves around assisting companies in elevating their brand identity to new heights.

## EXPERIENCE

**Art Director at Methods + Mastery (Dallas, Texas)**  
March 2021 - Present

- Led the conceptualization and execution of digital design campaigns for high-profile clients such as Google Chrome, Google Area 120, Google Privacy Sandbox, Mercedes Benz, YouTube, IBM, Expedia, Wear OS, Google for Startups, and Android.
- Collaborated with cross-functional teams to translate brand guidelines into engaging and user-centered digital experiences.
- Developed innovative visual solutions across various platforms, including web, mobile, and social media.
- Consistently delivered high-quality design deliverables, including wireframes, mockups, storyboards, and interactive prototypes.

**Freelance Illustrator for Easy Sliders & Terry Black's Barbeque (Dallas and Fort Worth, Texas)**  
July 2023, June 2024, and November - December 2024

- Created custom hand-lettered and chalkboard artwork for restaurants.

**Freelance Illustrator at Safe Conversations (Dallas, Texas)**  
December 2020 - June 2021

- Developed engaging visual content, including illustrations and graphic elements, to enhance storytelling and support workshop materials for Safe Conversations.
- Effectively communicated the core principles of Safe Conversations through visually compelling and impactful designs.


**Designer at Eighty Three Creative (Dallas, Texas)**  
January 2018 - March 2020

- Developed and executed a wide range of design projects for esteemed clients, including AT&T, Jack Black, 400 Record, White Box, Fruit of the Earth, Favor the Kind, The Bridge, Bullion, and Black Tie Dinner.
- Collaborated closely with the Creative Director to cultivate engaging brand identities, develop persuasive social media campaigns, and design diverse collateral, encompassing animations, logo development, print and digital design, and strategic environmental design and set production.

**UI Designer at SapientRazorfish (Dallas, Texas)**  
November 2017 - December 2017  
(Contract under Vitamin T)

- Translated user experience concepts into polished mockups under the guidance of senior designers and developers at SapientRazorfish (contract under Vitamin T).
- Developed user interfaces and experiences for clients such as Best Buy, Costco, and Staples, who leverage Citibank's financial services.

## INTERESTS

Cooking 

Photography 

Movies 

Legos 