DAVID ALEXANDER MOORE

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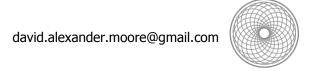## PROFESSIONAL SUMMARY

Vision-driven change agent with career-long record of digital marketing, creative direction, and brand management success for leading organizations

Proven talent for aligning business strategy and objectives with established creative direction and brand strategy management paradigms to achieve maximum operational impacts with minimum resource expenditures. Growth-focused thought leader with expertise spanning market analysis, branding strategy, startup tactics, advertising campaigns, strategic planning, user experience and design, virtual reality marketing, web design, management development, training and mentoring, technology solutions, cross-functional team leadership, performance assessment, client relationship management, and project management. Exceptional designer with keen interpersonal, communication, and organizational skills.

PROFESSIONAL EXPERIENCE

ZOOSK, SAN FRANCISCO,CA , OCTOBER 2015 TO PRESENT

ART DIRECTION LEAD / PRODUCT DESIGNER, January 2018 to Present
- Led and managed the Zoosk Profile redesign which boosted profile views and interactions.
- Presented the journey of the Profile redesign and app refactoring at SF Design Week 2018
- Art Directed Zoosk marketing creative to move the brand forward and bridging the gap between marketing and product.
- Held bi-monthly meetups with designers to hold portfolio reviews and mentorship sessions
- Led the art direction on a guerilla campaign for our sister product Lively with Muni
- Consolidated our 300+ Landing pages to a manageable number while also facilitating the move to a more stable hosting platform in under a month.
- Led the art direction for Zoosk's brand moving into 2018
- Introduced new technology such as Machine learning into the platform in a way that adds value for our users and well as our business

SR. BRAND EXPERIENCE DESIGNER, January 2016 to 2018
- Customize user experience over multiple platforms by developing marketing materials to solidify the company's identity.
- Develop creative for three departments: UX, product and marketing.
- Modernized and revamped the website which increased user signups by 15% in the first 2 weeks.
- Reengineered the in-app pay wall to reflect a more compelling value-add.

SR. VISUAL DESIGNER, October 2015 to January 2016
- Investigated emerging and innovative trends to develop the creative engine continuously.
- Cooperated on design strategies with the marketing team.
- Formulated creative concepts and executed designs for all digital advertising platforms.
- Spearheaded ongoing digital A/B and multivariate testing strategy to increase click-through and conversion rates of advertisement and landing pages through thoughtful design iteration.

KENWOOD EXPERIENCES, SAN FRANCISCO,CA , AUGUST 2011 TO OCTOBER 2015

VISUAL DESIGNER / ART DIRECTOR
- Completed and delivered projects to Fortune 500 companies including Adobe, NASCAR, Dell, Deep Silver and Square Enix.
- Directed creative teams to generate both national and international campaigns.
- Oversaw 30-second television ads and creative product packaging.
- Steered teams in development, design and production of brand-extending and cross-channel campaigns.

- Ideated innovative concepts, directed photo art, and produced sketches.

EMI, OCTOBER 2009 TO OCTOBER 2014
SENIOR VISUAL DESIGNER / ART DIRECTOR
- Guided design team on website architecture, television slates, direct mail, print ads and bold outdoor signage.
- Coached and mentored junior design staffs and freelancers.
- Liaised with copywriter and design manager on concepts for monthly campaigns.
- Administered and designed internal creative materials, collateral and promotional ads.
- Partnered with the executive team to draw out a vision for company marketing strategies.

EDUCATION AND CREDENTIALS

HIGH SCHOOL DIPLOMA IN VISUAL ARTS, 2006
    Duke Ellington High School, Washington, D.C

AWARDS AND HONORS

• *EX Award – Gold*

PROFESSIONAL AFFILIATIONS

- Featured in **"My Morning Routine "**A guide to the early morning habits that boost your productivity *and* relax you—featuring interviews with leaders like Arianna Huffington, General Stanley McChrystal, Marie Kondo, and more.

VOLUNTEERISM

- Speaker, Design Week SF 2018 "Product Design and Development Under Uncertainty"
- Design Mentor, Mentor Night, Cascade SF 2017
- Speaker, Designing for VR, AIGA 2016
- Web Developer, Ruby's Place, July 2015
- Charity & Nonprofit Brand Experience Consultant, www.damgoodwork.com, ongoing

ADDITIONAL INFORMATION

Technical Proficiencies: Adobe Creative suite , Sketch, Keynote, Invision, Marvel, and Principle
Website Link: www.damgoodwork.com
Linkedin Link: https://www.linkedin.com/in/davidalexandermoore/