



David Moore
Staff Product Designer

[Damgoodwork.com](https://damgoodwork.com)

Experienced in art direction, visual design, and web development.
Committed to accessibility, inclusivity, and brand excellence.
Passionate about mentoring and giving back to the design community.

Included Health

Staff Product Designer
Oct 2019 - Present | San Francisco Bay Area

- Established a consistent design language and system, collaborating with marketing and Biz Dev teams.
- Conducted internal accessibility audits and improved accessibility with outside consultants.
- Designed, tested, and launched a Telehealth product during the Covid-19 pandemic.
- Co-ran focus groups with the Black Community Innovation Collaborative (BCIC).
- Developed a framework prioritizing accessibility and inclusivity.

Zoosk Inc

Sr. Product Designer / Art Direction Lead
Jan 2018 - Oct 2019 | San Francisco Bay Area

- Led and managed the Zoosk product redesign, increasing profile views and interactions.
- Presented Zoosk's profile redesign journey at SF Design Week 2018.
- Art directed Zoosk's marketing creative and organized meetups for designers.
- Led the art direction for Zoosk's brand, incorporating new technologies.

Zoosk Inc

Sr. Visual Designer / Art Director
Oct 2015 - Apr 2016 | San Francisco Bay Area

- Conducted research on emerging trends and technologies.
- Created engaging visual concepts and executed designs for digital advertising platforms.
- Led A/B and multivariate testing strategy implementation.



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Kenwood X

Visual Designer | Art Director, Kenwood Experiences
Aug 2011 - Oct 2015 | San Francisco Bay Area

- Delivered successful projects for top-tier companies, including Adobe, NASCAR, Dell, Deep Silver, and Square Enix.
- Led creative teams in generating impactful campaigns. Directed production of television ads and creative product packaging.

EMI

Visual Designer | Art Director,
Oct 2009 - Oct 2014 | Hybrid

- Provided expert guidance to the design team on website architecture, television slates, direct mail, print ads, and outdoor signage.
- Coached and mentored junior design staff and freelancers to foster talent growth and development.
- Collaborated with copywriters and design manager to conceptualize monthly campaigns aligned with brand values and mission.
- Created visually stunning and effective internal creative materials, collateral, and promotional ads.
- Partnered with the executive team to define and realize the company's marketing vision, resulting in increased brand awareness and growth.

Toolbox

- User Experience (UX) Design User Interface
- (UI) Design
- Art Direction
- Visual Design
- Web Development
- Accessibility and Inclusivity
- Branding and Identity Creative Consulting
- Mentoring and Leadership