



Hi, I'm Alaycia Moore.

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.

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



Adobe Fresco
Asana
Calligraphy
CapCut
Ceramics
Chalkboard Art
Drawing
Figma
Frame.io
Google Suite
Instagram
Microsoft Suite

Painting
Premiere Pro
Presentation Design
Print Production
Procreate
Screen Printing
Storyboarding
Teamwork
TikTok
Toggl
Video Editing
X

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

EXPERIENCE

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

Collaborated with cross-functional teams to conceptualize and execute digital design campaigns, ensuring brand integrity. Delivered innovative solutions aligned with client objectives for high-profile clients including Google Chrome, Wear OS, Google for Startups, and Android.

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

Created engaging visual content across platforms to enhance storytelling and developed impactful workshop materials for founders and trainers. Effectively communicated the core principles of Safe Conversations, a methodology for fostering connection.

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

Collaborated closely with the Creative Director to cultivate engaging brand identities, create persuasive social media campaigns, and design diverse collateral. This encompassed animations, logo development, print and digital design, as well as strategic environmental design and set production, among other creative ventures. Engaged with a roster of esteemed clients, including AT&T, Jack Black, 400 Record, White Box, and Black Tie Dinner.


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

Under the guidance of senior designers and developers, translated concepts into polished mockups, enhancing user experiences and supporting seamless interactions. Worked with clients such as CitiBank.

Design Intern at Eighty Three Creative (Dallas, Texas) June 2017 - August 2017

Supported the creative team in various aspects of the design process. Contributing to brainstorming sessions, and playing a key role in helping bring concepts to fruition while gaining valuable hands-on experience in the field.

INTERESTS

Cooking 

Photography 

Movies 

Legos 