

SARA MOORE

CREATIVE DIRECTOR
WWW.SARACMOORE.COM

As a strategically-aligned and results-driven Creative Director, I embrace the power of thoughtful design and a thorough narrative to inspire compelling experiences, successful products and responsive customers.

WORK

TiVo, Creative Director, March 2018-Present . Los Angeles, CA

Senior Manager, Art Director, July 2015-March 2018

- Managing a team of 3 designers and 2 writers, I am responsible for all global marketing initiatives for both the B2B and B2C businesses across social, digital, print and experiential.
- Spearhead marketing campaigns for over 10 different products for 5 different business units - each with its own target market
- Led 3 global company rebrands, developing new brand narratives and looks, based on competitive landscape analysis and user research, helping the company reposition itself to stay ahead of market challenges in the entertainment technology space
- Led 3 major product launches for the B2C business. Created a unique brand and tone for each which included directing two large-scale photo shoots, packaging design, social media and digital ad campaigns and website design.
- Revitalized under-performing team through mentorship, weekly “Show & Tell” meetings, encouraging project ownership, creative experimentation and a better understanding of stakeholder needs

AMCI Global, Freelance Associate Creative Director . Los Angeles, CA . 2014-2015

- Responsible for the concept, presentation and execution of both physical and digital marketing activations for 5 automotive brands
- Worked directly with the Executive Creative Director in a very fast-paced environment and led a team of 5 including 2 writers, 1 designer, 1 animator and 1 illustrator
- Designed and launched Lincoln’s Re:Style Your Drive app
- Sold through and executed a website redesign for AMCI Global

BRC Imagination Arts, Interactive Art Director . Los Angeles, CA . 2011-2014

- Hired to lead a new Interactive Design department to help BRC create more interactive and personalized experiences for museums, brand centers, theme parks and urban districts
- Concepted and pitched ideas for physical and interactive experiences for a wide range of clients including Coca-Cola, Nickelodeon, The Jim Henson Company, Volkswagen, Ford and many others
- Part of a small, core team that won a \$7 million project with the World of Coca-Cola and a competition to build a Museum of Urbanism in Hangzhou, China with architects Herzog and de Meuron
- Led the cultural master-planning for the revitalization of the East Village in San Diego and Miami’s South Beach

Bruce Mau Design, Designer . Toronto, Ontario . 2010 (during Master’s studies)

- Concepted and created an animated marketing video for the environmental non-profit, Canopy
- Assisted in the rebrand of the Big Blue Bus, executing a variety of collateral, from bus maps to street signage.
- Designed a concept social networking website for EPCOT and concept website for Oprah Winfrey’s Harpo Radio

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WORK

Momentum Worldwide, Art Director . New York, NY . 2007-2008

- Responsible for the concept and execution of all experiential activations for both Verizon and Verizon Wireless
- Concepted and executed sponsored events including the Verizon Lounge for the official Grammy's After-Party, the Press Lounge for CES and a USA Luge Experience in Jackson Hole, Wyoming
- Concepted and executed product launch activations for Verizon Fios as well as the Juke, the Blackberry Storm, and the EnV mobile phones

Saatchi and Saatchi Healthcare, Art Director . New York, NY . 2005-2007

- Responsible for the concept, design and execution of ad campaigns, brand identities, print collateral, packaging and trade show signage for a variety of pharmaceutical brands
- Launched a new brand, BiDiI, the first heart failure treatment specifically for African Americans

EDUCATION

MFA: Media Design, Art Center College of Design, Pasadena, CA

BFA: Advertising Design, Syracuse University, Syracuse, NY

SKILLS

Adobe Creative Suite, Sketch, HTML, CSS, Keynote & PowerPoint. concept generation, creative direction, design thinking, graphic, UX and UI design, strategic planning, writing, user research, developing and delivering presentations

ADDITIONAL

Guest lecturer at UCLA Extension

Design thinking workshop leader through The Story Engine Workshop

Mentor for under-resourced girls through Step Up