

ALEXA MOSER

Art Director & Senior
Graphic Designer

CONTACT

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SKILLS

Design

Art direction • Packaging •
Print • Digital • Ecommerce
• Amazon Content &
Strategy • Email Marketing
• TikTok Shop and Video
• Photography & Video
Direction • UX

Tools

Adobe Creative Suite •
Figma • Frame.io • Shopify
• Amazon Seller Central •
Magento • Marketo • Klaviyo
• ChatGPT • Claude •
ElevenLabs • Gemini Nano
Banana Pro

LANGUAGES

English & Spanish - Fluent

EDUCATION

Florida State University
BA, Graphic Design 2017

Focus: Interactive Media &
Text + Media

Minor: Advertising &
Communications

Graphic Designer & Art Director with 9+ years of experience creating consumer-brand work across packaging, print, e-commerce, email, social, and digital campaigns. Leads design, photography, and video for a portfolio of 30+ brands; builds cohesive visual systems and partners with marketing, product, and analytics teams to connect brand storytelling with business goals.

EXPERIENCE

GOJA, LLC

Art Director, Content

September 2022 - Present

- Direct design, photography, and video production across 30+ consumer brands, shaping creative for distinct audiences and product categories
- Lead a multidisciplinary creative team and collaborate with marketing, analytics, and product partners to align visual work with brand and growth goals
- Oversee packaging design and visual systems to strengthen consistency across consumer touchpoints
- Use emerging creative tools in concept development and content workflows to expand creative output

Digital Content Designer, Team Lead

March 2023 - June 2025

- Led creative execution for Amazon and direct-to-consumer channels, including product launches, listings, and brand storefronts
- Supervised junior designers and streamlined asset production while maintaining consistent brand execution across a broad portfolio
- Created performance-focused product content and worked with teams to improve engagement and click-through rates

Digital Content Designer

September 2022 - March 2023

- Created imagery, infographics, and digital content for 26 brands across Amazon and direct-to-consumer platforms
- Partnered with marketing on cross-channel campaigns and consistent product storytelling

Refine Labs

May 2022 - July 2022

Senior Graphic Designer

- Designed digital ad campaigns for B2B clients in collaboration with performance marketing teams, aligning visuals with audience and campaign messaging

Thrasio, LLC

May 2021 - May 2022

Graphic Designer

- Designed email, social advertising and Amazon assets for 20+ consumer brands
- Built scalable templates and design systems and mentored interns on marketing focused design

Charles & Colvard Ltd.

December 2019 - May 2021

Graphic Designer & Email Marketing Specialist

- Created e-commerce and print assets, packaging and branding for a product sub-line
- Designed the Virtual Bridal Ring Consultation service, combining UX and visual storytelling
- Managed email marketing campaigns

Implus Footcare LLC

March 2019 - October 2019

Graphic Designer

- Developed multichannel marketing strategy for 3 brands and led product storytelling and packaging design

Diamonds International

August 2017 - February 2019

Graphic Designer & Marketing Coordinator

- Designed print and digital marketing materials and localized campaigns for 27+ retail locations

Independent Consultant - Amazon Brands

2020 - Present

StelleVita, Mello, Ember, La Fiesta, Birria

- Provided Amazon listing and packaging design feedback for a portfolio of consumer brands, advising on conversion focused design and Amazon best practices