

ALEXA MOSER

Art Director and Creative Strategist with 8+ years of experience in the CPG space, primarily across e-commerce, social media, and Amazon marketplaces. At the forefront of the AI-driven creative shift, leveraging tools like ChatGPT, Midjourney, Gemini, and AI video generation to enhance concept development, streamline workflows, and boost creative performance.

Contact Information

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Design Portfolio

www.ak9-designs.com

Skills

AI & Emerging Tools

- ChatGPT
- Midjourney
- Gemini Studio
- Runway ML
- Multiple Video Tools

Design & Strategy

- Brand & Content Strategy
- Campaign Development
- E-commerce Optimization

Creative Tools

- Adobe Creative Suite
- Figma
- Shopify
- Magento
- Klaviyo
- Marketo

Education

2013 - 2017
Florida State University

- BA: Graphic Design
- Focus: Interactive Media and Text + Media
- Minor: Advertising and Communications

Languages

English - Fluent
Spanish - Fluent
Hebrew - Intermediate

Work Experience

GOJA, LLC

September 2022 - Present

Art Director, Content

June 2025 - Present

- Promoted to lead a multidisciplinary creative team focused on elevating storytelling through design innovation and strategic use of AI.
- Direct design, photography, and video production for 30+ consumer brands.
- Integrate AI tools such as Midjourney and ChatGPT into concepting and content workflows to expand creative output.
- Collaborate with marketing, analytics, and product teams to align creative strategy with growth goals.
- Oversee packaging design and visual systems that improve brand cohesion and conversion rates.

Digital Content Designer, Team Lead

March 2023 - June 2025

- Managed creative execution for Amazon and D2C channels, leading several high-impact product launches.
- Supervised junior designers and streamlined processes for visual asset production.
- Introduced AI-assisted design research and concept exploration, helping the team adapt to emerging creative technologies.
- Produced optimized product listings and brand storefronts, consistently improving engagement and CTR metrics.

Digital Content Designer

September 2022 - March 2023

- Created content for 26 brands across Amazon and D2C platforms.
- Enhanced brand visibility through optimized images, infographics, and performance-driven design.
- Collaborated with marketing teams to execute unified cross-channel campaigns.

Senior Graphic Designer

May 2022 - July 2022

Refine Labs (Position eliminated due to re-org)

- Designed and executed digital ad campaigns for B2B clients, boosting lead generation and engagement.
- Collaborated with performance marketing teams to ensure cohesive messaging and audience targeting.

Graphic Designer

May 2021 - May 2022

Thrasio, LLC (Department eliminated due to re-org)

- Created digital marketing assets for 20+ brands, focusing on email, social ads, and Amazon listings.
- Developed scalable design systems and templates to enhance consistency and efficiency.
- Mentored interns in marketing-focused design principles and content execution.

Graphic Designer & Email Marketing Specialist

December 2019 - May 2021

Charles & Colvard Ltd.

- Designed creative assets for e-commerce and print, strengthening overall brand identity.
- Developed and launched the Virtual Bridal Ring Consultation experience, combining UX and visual storytelling.
- Managed Marketo email campaigns, improving engagement and conversion metrics.
- Created packaging and branding for a sub-line that expanded market visibility.

Brand Marketing and Copy Writer

March 2019 - October 2019

Implus Footcare LLC

- Created multi-channel marketing strategies for three brands, driving brand growth and engagement.
- Led product storytelling and packaging design, ensuring brand consistency across touchpoints.

Marketing Coordinator & Graphic Designer

August 2017 - February 2019

Diamonds International

- Supported 27+ retail locations with localized marketing campaigns and visuals.
- Designed print and digital materials that strengthened brand recognition and sales initiatives.
- Ensured visual consistency across all brand assets and partner collaborations.