

ciaran moore

CREATIVE DIRECTOR

Creative director working across brand, marketing, product, and applied AI. A decade building and directing creative work for consumer platforms, cultural campaigns, and founder-led ventures.

cici@aranlabs.com aranlabs.com linkedin.com/in/ciaranmoore91 Portugal



MA DESIGN
ROYAL COLLEGE OF ART
London · 2017 – 2019

BDES DESIGN
GLASGOW SCHOOL OF ART
2011 – 2015

1M+

USERS ON NETWORK

Led creative and product marketing through Vana's growth phase, from early beta cohorts to more than a million users connecting data sources on the network.

IDEO

BILL MOGGRIDGE AWARD

Awarded the Bill Moggridge Prize by IDEO and Techmer PM while at the Royal College of Art, for work in interaction design.

E2E

CAMPAIGN OWNERSHIP

Concepted, wrote, directed, and designed Vana's highest-reaching marketing campaigns. Full creative ownership from strategy through launch, across digital, product, and community.

SKILLS

Marketing + Strategy

Product marketing and positioning
Go-to-market strategy and campaign execution
Launch planning and cross-functional leadership
Consumer and B2B brand marketing
Customer insight and data-driven iteration
Value proposition and messaging

Leadership

Team building and mentorship
Managing creative and cross-functional teams
Briefing, feedback, and creative operations
Founder-level ownership and commercial judgement

Creative Direction

Brand identity and design systems
Art direction and campaign design
Product and UI/UX design
Motion and video direction
Creative standards at scale

AI + Tooling

Designing AI systems that extend creative and marketing output
Agent design, orchestration, and workflow automation
Figma, Adobe Creative Suite

EXPERIENCE

ARAN LABS

February 2026 – Present

FOUNDER + CREATIVE DIRECTOR

Design-led AI venture studio. I lead product marketing, brand strategy, and go-to-market for a portfolio of internal ventures and client engagements. Built a small team of human collaborators alongside a custom multi-agent system that extends creative and marketing output, turning research, campaign production, and customer insight into a repeatable pipeline.

VANA

January 2025 – February 2026

CREATIVE DIRECTOR

Creative direction and product marketing for an AI data sovereignty platform in a fast-moving consumer environment. Shaped positioning, visual identity, and product experience. Directed launch campaigns across digital, product, and community channels; worked alongside product, engineering, and growth to translate customer insight into messaging that moved adoption numbers.

GITCOIN

January 2023 – December 2024

ART DIRECTOR

Art direction and creative strategy for a global platform serving millions in the public goods funding space. Led campaign design and brand systems across quarterly grants rounds: high-stakes, time-boxed GTM moments that demand clear messaging, strong creative, and tight coordination between marketing, product, and partner teams. Set the creative bar while protecting brand integrity through a period of rapid growth.

SOPHIE

2018 – 2021

CREATIVE DIRECTOR

Long-running creative collaboration with electronic musician SOPHIE. Visual identity, art direction, and cultural campaigns across music, fashion, and performance. Built and led creative teams around album cycles and live moments: product launches in everything but name, global audiences, zero margin for error on craft or timing.

NFDAO OPERATIONS LEAD

2021 – 2022

KERNEL GUIDE

2021 – 2023

LULULEMON ATHLETICA CONCEPT DESIGN

2016