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## Brian Moore '94

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*Executive Digital Creative Director and Partner, Smith Brothers Agency*



As a graphic designer, Brian Moore appreciates the importance of life's smallest details.

Moore works as executive digital creative director and partner of Smith Brothers Agency, where he oversees all digital creative work and helps clients to tell creative stories in digital space.

"I still get the same rush today that I did when I was a junior designer just starting out," Moore explained. "It's not just a job to me. It's a lifestyle."

Moore recalls La Roche Professor George Founds telling one of his classes: "Look around because in five years, only one or two of you will be in the creative field."

This statement still influences him today. "That stuck with me," he added. "It's what pushes me to be the best."

