CLIVE MOORE

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SUMMARY

Design leader and AI product builder with a background in brand, UX, web and web applications. I design and build Workilo and GPT Studio, two live AI products, from the brand and interface through to the code. Before that I led creative and UX teams as Chief Creative Officer, Creative Director and UX Lead, and taught UX at Georgian College from 2011 to 2025.

CORE COMPETENCIES

Creative direction and brand strategy | Product and UX/UI design | Design systems and front-end frameworks | AI agent workflows with human approval | Multi-model LLM integration | Figma to working code with Claude Code | Team leadership and critique

EXPERIENCE

Design Lead & AI Product Builder | AIAB Software Group Inc. **2024 – Present**

• Designed and built Workilo (workilo.io): product, brand and SvelteKit/TypeScript front end. 12 specialized AI agents (Workalongs) hand work to each other through structured workflows, and a person approves each piece before it ships. Live, with a 14-day trial.

• Built GPT Studio (gptstud.io), the multi-model AI engine behind Workilo, routing work across model providers through one API layer (Express, TypeScript, PostgreSQL).

• Built a content pipeline where one brief produces a version for every connected social channel (7 in my own setup).

• Created a workflow classification framework (Automate / Guardrailed AI / Assist-Only / Do Not Touch) and advise professional-services firms on AI readiness through Agency in a Box.

Chief Creative Officer | Element6 Inc. (ION Group) **2018 – 2024**

• Set creative vision and brand strategy for a multicultural digital media agency and directed a creative team across regions.

• Established Element6's external client-facing brand, which brought in $540K in annual revenue from clients including Hitachi, Marathon Mortgage and LifeLabs.

• As system architect on SMART FS (2023–24), raised its code audit readiness score from 3.4/10 to 7.2/10 over 9 audit cycles.

• Introduced PMO protocols to streamline project delivery.

Creative Director | Tyger Shark Inc. **2016 – 2017**

• Led a 14-person design and WordPress development team on client work for Maple Leaf Sports & Entertainment and October's Very Own.

UX Lead | Treefrog Inc. **2010 – 2016**

• Promoted from UX Designer to UX Lead; designed UX for two SaaS products (Mail Beaver, Leap CMS) across web, iOS and Android, standardized the front-end framework and introduced Agile workflows.

TEACHING

Professor (Contract) | Georgian College, School of Design & Visual Arts **2011 – 2025**

• Taught UX principles to design students.

TOOLS

Design: Figma, Adobe Creative Cloud | Build: Claude Code, Cursor, VS Code, BBEdit | Stack: SvelteKit, TypeScript, JavaScript, Node.js, Express, PostgreSQL, HTML, CSS

EDUCATION

Advanced Diploma in Graphic Design (Honours), Georgian College