

CLIVE MOORE

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PROFESSIONAL SUMMARY

AI creative director and product builder. I design and build multi-agent AI platforms: Workilo, a 12-agent workflow system with human-in-the-loop approval gates, and GPT Studio, a multi-model orchestration engine. Before AI I led UX and creative teams as UX Lead, Creative Director and Chief Creative Officer, and I taught UX at Georgian College from 2011 to 2025. I ship production AI systems, not just advise on them.

CORE COMPETENCIES

AI Product Design | Multi-Agent Orchestration | Creative Direction | UX/UI Design | Design Systems | Brand Strategy | Figma | Information Architecture | Prototyping | Interaction Design | Claude Agent SDK | LLM Integration | Human-in-the-Loop Workflows | Content Strategy | Brand Voice Systems | SaaS Product Design | Accessibility (WCAG) | Agile/Scrum | Stakeholder Management | Cross-Functional Leadership | TypeScript | Node.js | PostgreSQL | Express.js | REST API Design | PIPEDA Compliance | PHIPA Compliance

PROFESSIONAL EXPERIENCE

AI Product Lead & Builder | AIAB Software Group Inc.

2024 - Present

Products: GPT Studio (2024-Present), Workilo (2025-Present). Consulting via Agency in a Box.

- Designed and built Workilo, a 12-agent collaborative workflow platform with structured agent-to-agent handoffs, approval gates, and event-driven execution on SvelteKit and TypeScript
- Architected GPT Studio, a multi-model AI orchestration engine that routes work across Claude, GPT, and Cohere through a unified API layer (Express.js, PostgreSQL)
- Built the Brand Brain onboarding system, a diagnostic that configures every agent for brand-consistent output using RAG and vector embeddings
- Created a workflow classification framework (Automate / Guardrailed AI / Assist-Only / Do Not Touch) for client engagements
- Built a content pipeline where one brief produces a version for every connected social channel (7 in my own setup)
- Designed and deployed the AI Workflow Score, a diagnostic tool for AI readiness assessment
- Run Canadian-hosted infrastructure (Akamai/Linode Toronto), aligned with PIPEDA and PHIPA

Chief Creative Officer | Element6 Inc. (ION Group)

2018 - 2024

Creative direction, branding, UX strategy, and digital strategy for a multicultural digital media agency.

- Established the agency's external client-facing brand, with a complete design system and brand guidelines
- Directed a cross-functional creative team across creative, marketing, and web development
- Introduced PMO protocols and streamlined project delivery
- Managed relationships with external marketing and creative agency vendors
- On the SMART FS product launch, raised the code audit readiness score from 3.4/10 (no-go) to 7.2/10 (go) over 9 audit cycles

Professor (Contract) | Georgian College, School of Design and Visual Arts

2011 - 2025

- Taught UX principles, design systems, and AI-augmented workflows
- Served on the advisory board for web design and animation programs, bridging traditional design thinking with modern AI tools
- Developed curriculum integrating emerging technology adoption and human-centred design

Creative Director | Tyger Shark Inc.

2016 - 2017

- Led a 14-person design and WordPress development team delivering client projects
- Directed creative strategy for clients including Maple Leaf Sports & Entertainment and October's Very Own

UX Lead | Treefrog Inc.

2010 - 2016

- Promoted from UX Designer to UX Lead; drove UX strategy across web, Android, and iOS platforms
- Designed UX for Mail Beaver and Leap CMS and standardized the front-end framework

TECHNICAL SKILLS

AI & LLM: Claude (Code, SDK, Agent workflows), OpenAI API, Cohere, multi-model orchestration, prompt engineering, agentic workflows, RAG, vector embeddings

Languages & Frameworks: TypeScript, JavaScript, Node.js, Express.js, SvelteKit, Python, HTML5, CSS3, PostgreSQL

Build Tools: Claude Code, Cursor, VS Code, BBEdit

Design & Product: Figma, Adobe Creative Cloud, design systems, wireframing, prototyping, user research, usability testing, information architecture

Infrastructure: GitHub, Linode/Akamai, REST API design, event-driven architecture, API-first design

Methodology: Agile/Scrum, systems thinking, UX-driven development

EDUCATION

Bachelor of Arts in Graphic Design (Honours), Georgian College

Advanced Diploma in Graphic Design (Honours), Georgian College

PROFESSIONAL DEVELOPMENT

- Dan Martell's Elite SaaS Coaching Program
- DMZ and Sandbox Centre alumni, startup accelerator programs
- Quoted expert contributor, Aspatore Books' Inside the Minds series