

Jay Moore

Principal Product Designer | Product Design Consultant

Portfolio: www.jay-moore.com LinkedIn: linkedin.com/in/thirstyinteractive Email: thirstyinteractive@gmail.com

Mobile: (571) 216-1088 Location: Working remotely from Wake Forest, North Carolina

Product design leader bridging product vision and daily craft. Specialist in 0 → 1 web and mobile design, design systems, and cross team alignment. Over a decade of experience leading design, collaborating with engineering, and shipping software used by millions.

EXPERIENCE

Independent Product Design Consultant & Strategist

2023 – Present

Thirsty Interactive, LLC

- Partner directly with early-stage founders and executive stakeholders to define 0-to-1 product strategy, transforming raw business concepts into validated, market-ready digital products.
- Lead end-to-end product design efforts for fast-paced, complex software launches, including modern AI-native SaaS workflows, complex data architectures, and consumer web/mobile ecosystems.
- Establish foundational visual identities and scalable design systems from scratch, ensuring long-term product consistency and reducing code friction for early-stage engineering teams.
- Bridge the cross-functional gap between Product, Engineering, and Design efforts, introducing rapid high-fidelity prototyping and user-validation loops to accelerate time-to-market without sacrificing product quality.
- Act as a flexible, strategic design leader for lean startup organizations, facilitating product scoping, defining core MVP feature sets, and establishing design-thinking methodologies to drive measurable business outcomes.

Principal Mobile Product Designer

2019 – 2023

LifeOmic (acquired by FountainLife)

- Led the mobile product design strategy and end-to-end user experience for LifeOmic's flagship consumer health and wellness iOS and Android applications, translating complex bio-tracking concepts into high-engagement mobile interfaces.
- Designed, scaled, and optimized an interconnected mobile application ecosystem, driving sustained habit adoption and user growth to surpass 5 million total mobile app downloads.
- Spearheaded the creation and deployment of an open-source mobile design system, standardizing UI patterns and component architecture across multiple native applications to accelerate cross-functional engineering handoffs and reduce frontend code friction.

Creative Director

2014 – 2019

PointSource (acquired by Globant)

- Led the organizational pivot and service line expansion that successfully transformed PointSource from a tech-centric development shop into a premium, full-service digital product agency, leading to its acquisition by Globant.
- Built, structured, and scaled a high-performing product design department, hiring multi-disciplinary design talent and establishing rigorous operational processes, career matrices, and design system methodologies.
- Oversaw end-to-end design strategy for all active client projects, providing creative direction, maintaining execution quality, and embedding user-centered design frameworks across complex, cross-functional engineering pipelines.
- Partnered directly with the executive leadership and pre-sales teams to win high-value enterprise accounts, leading strategic client workshops, pitch engagements, and initial product discovery phases.
- Mentored and coached product designers, fostering a culture of continuous learning while directly instilling UI/UX best practices, rapid high-fidelity prototyping, and stakeholder management capabilities.

Senior Art Director

2012 – 2014

USA Today / Gannett

- Co-led the comprehensive end-to-end product redesign for USATODAY.com, transforming a high-traffic news platform to optimize editorial layouts, reader engagement, and digital ad visibility.
- Orchestrated the product design strategy for a suite of responsive web and mobile products, ensuring a seamless, modern, and accessible user experience across all digital viewport form factors.
- Extended and scaled the core design architecture into a unified white-label framework, enabling rapid component deployment and brand consistency across hundreds of local news organizations within the global Gannett ecosystem.
- Collaborated closely across disciplines with information architects, content editors, and engineering teams to balance high-volume editorial publishing workflows with seamless, performance-driven web layouts.

Senior Art Director

2011 – 2012

Navigation Arts (acquired by EPAM)

- Led the end-to-end product and visual design efforts for major multi-phase digital transformation accounts, focusing on user experience, content management architecture, and digital strategy.
- Spearheaded the comprehensive digital redesign of the National Aquarium website, delivering complex interaction layouts, interactive mapping, and immersive visual storytelling on tight production timelines.
- Collaborated within high-performing, cross-functional consulting teams—including business analysts, front-end developers, and user experience practitioners—to ship scalable, performance-driven web products.

Art Director

2009 – 2011

Autoblog

- Single-handedly spearheaded the end-to-end product redesign of Autoblog.com, scaling the visual architecture to support over 6 million monthly active users while balancing editorial requirements, ad placement systems, and SEO optimization frameworks.
- Designed Autoblog's first mobile app and led the strategic evolution into auto commerce, introducing localized shopping features for vehicle research, configuration, and side-by-side comparison.

EARLIER CAREER EXPERIENCE

Interactive Art Director — PerfectSense Digital (now BrightSpot)	2008
Senior Visual Interactive Designer — Siteworx (now Shift7)	2008
Principal Visual Interactive Design Lead — AOL Kids & Teens Channels (KOL and RED)	2007
Adjunct Professor — Corcoran College of Art + Design	2007
Senior Visual Interactive Designer — AOL Marketplace Channels	2004 – 2007
Senior Visual Interactive Designer — The Washington Post	2002 – 2004

EDUCATION

James Madison University — Art with a focus on Graphic Design

CORE COMPETENCIES & TOOLS

Core Competencies: Design Leadership, Product Strategy, User Experience (UX/UI), 0→1, Design Systems, Rapid Prototyping, Interaction Design

Tools & Environments: Claude Design, ChatGPT, Gemini, Firefly, Emerging AI Workflows, Figma, Adobe Creative Suite, Principle

REFERENCES

Available upon request.