

VICTOR MOORE

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EDUCATION

University of North Carolina at Charlotte - Charlotte, NC
Post-Baccalereute Student (Human-Centered AI)

Jan. 2026 – **Current**

Appalachian State University - Boone, NC
Bachelor of Fine Arts in Graphic Design

May 2016

SELECTED PROJECTS

UPSHOT League: Concept Mobile App
Solo UX Case Study, Self-Initiated

June – July 2026

- Led end-to-end UX for a concept app for a new women's professional basketball league, from mixed-methods research through IA, user flows, and a working prototype.
- Recruited and screened participants, then ran a four-method study: a 21-response survey, four interviews, social listening, and teardowns of the NBA, WNBA, and G League apps.
- Prioritized user value and feasibility, deferring the most-requested feature for a where-to-watch resolver that fixed the top frustration for 90 percent of respondents.
- Designed a five-tab architecture unifying four teams under one league-first app, using AI to accelerate research synthesis and rapid prototype iteration.

FairLend: Human-Centered AI Lending Dashboard
Solo UX Research & Design Project, UNC Charlotte

Spring 2026

- Designed a human-centered AI lending dashboard that helps loan officers decide more fairly while reducing algorithmic bias and overreliance on automated recommendations.
- Planned and ran an end-to-end research study with custom materials to test how cognitive forcing functions shape decision-making and trust in AI-assisted workflows.
- Translated published academic research on cognitive forcing functions into concrete interface patterns that counter automation bias.
- Built an interactive Figma prototype and authored an ACM-format research paper documenting the problem, methodology, and findings.

WORK EXPERIENCE

UNiTE - Charlotte, NC
Founder and Lead Designer

Jan. 2020 – **Current**

- Run an independent design studio delivering brand and experience design across digital, merchandise, and promotional touchpoints.
- Led end-to-end brand and experience design for a music festival serving an audience of 95,000 or more, maintaining a consistent visual system throughout.
- Partner with clients to define goals, gather requirements, and translate needs into production-ready solutions, directing a cross-functional creative team from concept through launch.

Lululemon - Charlotte, NC Educator (Product Specialist)	Aug. 2024 – Oct. 2025
- Guided customers through product decisions by uncovering their needs and translating technical product details into clear, accessible guidance. - Curated merchandising displays for visual clarity and accessibility, delivering a consistent brand experience across every interaction.	
The House Collective Charlotte - Charlotte, NC Lead Graphic Designer and Operations Lead	Jul. 2021 – Apr. 2024
- Designed data-informed social content that generated over 2,500 points of engagement, aligning digital storytelling with the broader brand identity. - Optimized in-store layout and customer flow to improve navigation and product interaction, applying experience-design thinking to a physical space.	
FSWM - Charlotte, NC Multimedia & Audio-Visual Technician	Nov. 2017 – Jan. 2022
Organized essential touchpoints for attendees during high-velocity services, ensuring seamless execution of visual presentations.	
Print Bliss f/k/a F4mily Matters - Charlotte, NC Art Department Manager	Apr. 2021 – Sept. 2021
Led cross-functional collaboration across production, marketing, and sales, contributing to the company's highest revenue month at the time, exceeding \$30,000.	
Interactive One - Manhattan, NY Full-Time Freelance Designer	Feb. 2017 – Sept. 2017
The Public Theater - Manhattan, NY Art Department Graphics Assistant	Aug. 2016 – Feb. 2017

COMPETENCIES

UX Design: Design Thinking, Human-Computer Interaction Design, Interaction Design, Information Architecture, Wireframing, Prototyping, Flow Mapping, Road Mapping, Accessibility, User Story Writing, Agile
Research & Strategy: User Research, Usability Testing, Participant Recruitment, Interview Moderation, Journey Mapping, Storyboarding, Competitive Analysis, Product Thinking, Content Strategy, Copywriting
Visual & Brand Design: Visual Design, Brand Identity, Visual Systems, Design Systems, Typography, Color Theory, Layout & Composition
Tools & Software: Figma, FigJam, Adobe XD, Adobe Creative Suite, Webflow, Framer, Netlify, HTML, CSS, Google Workspace, Microsoft Office
AI Tools: Claude, Google Gemini, Google Stitch, Adobe Firefly, ChatGPT

CERTIFICATIONS

Microsoft - User Experience Design	August 2026
The UNC System - AI Foundational Skills and Literacy Course	May 2026
Google - User Experience Design	February 2026
IBM SkillsBuild - User Experience Design	February 2026