

David A. Moore

Staff Product Designer + Design Manager · SF Bay Area

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Design leader across brand, member experiences, and AI, plus the complex systems behind them. Builds design and motion systems teams actually use, and mentors designers along the way.

Experience

Included Health

2019 - Present

Staff Product Designer + Design Manager

- Managed teams of up to 6 designers while staying hands-on, and mentored many more through volunteer programs.
- Unified fragmented referral workflows post-acquisition, eliminating rework across care teams.
- Built the company's first design system, accelerating delivery and strengthening trust across product and engineering.
- Founded and led Dot, a generative AI initiative for safe, scalable member experiences in sensitive health moments.
- Redesigned the clinical platform thousands of coordinators use: faster training, higher quality, 10/10 CSAT.
- Designed member billing and payments (16+ states), AI-supported plan comparison, and insurance card scanning.
- Created the motion system product teams use and lead the Animation Guild to level up design craft and culture.

Zoosk Inc

Sr. Product Designer / Art Direction Lead 2018 - 2019
Sr. Brand Experience Designer 2017 - 2018
Sr. Visual Designer / Art Director 2015 - 2016

- Reimagined the mobile experience for 40M+ users, increasing engagement by 35%.
- Co-led launch of Lively, a new video-first dating app, driving 500K downloads and expanding Zoosk's product portfolio.
- Designed and tested growth experiments that boosted conversion by 28% across paid and organic channels.
- Cut customer acquisition costs by 45% by redesigning Facebook creative in partnership with their ad team.
- Directed immersive campaigns, including a VR experience with 2M+ views, that modernized the brand.

Kenwood Experiences

2011 - 2015

Visual Designer / Art Director

- Delivered award-winning experiential campaigns for Adobe, Autodesk, HP, and NASCAR (EX Gold, Complex Innovation).
- Introduced VR and digital interactivity into live events, elevating client engagement and agency differentiation.
- Led creative direction across identity, motion, and web, ensuring consistency from pitch through launch.

EMI

2009 - 2014

Visual Designer / Art Director (Freelance)

- Directed creative across TV, print, and digital for brands like HBO, W Hotels, and Hulu.
- Led hybrid teams and collaborated directly with execs to align campaign work to broader brand goals.

Speaking & teaching

- **EPDD Summit 2023** · Sketching workshop lead, the only non-executive session
- **AIGA SF** · Panelist, immersive storytelling in VR
- **SF Design Week 2018** · Speaker, Zoosk profile redesign
- **Let's Iterate** · Founder, 1:1 mentoring for designers

Expertise

Design leadership · Product strategy · AI in health tech · Design systems · Motion & brand · Inclusive UX · Clinical & ops tools · Prototyping