

SILAS MOORE

Product Designer

Started building sites for a family business and a local church long before this was ever a career — that early habit of chasing down bad UX is still the whole job.

SUMMARY

Product Designer who owns projects end to end, from early research through launch and post-launch iteration. Runs Catalyst Digital, designing and building full websites and client-management platforms for small businesses, with measurable results for clients including the Charleston Association of Legal Assistants and C.E.S Imagery. Works fluently across Figma, Claude, ChatGPT, Gemini, and Lovable throughout the design and development process, and builds technical SEO and AI/answer-engine optimization into every launch so client sites perform in both traditional search and the AI tools increasingly standing in for it.

PROFESSIONAL EXPERIENCE

Catalyst Digital LLC — catalystdigital.co — Summerville, SC January 2026 – Present
Owner / Product & Brand Designer

- Designs and builds full websites and client-management platforms for small businesses, each paired with a custom dashboard for content editing, traffic analytics, direct messaging, and invoicing, all secured with two-factor login.
- Builds technical SEO and AI/answer-engine optimization into every launch — structured data, unique metadata, JSON-LD schema, and llms.txt files — so client sites perform well in both search engines and AI answer tools like ChatGPT and Perplexity.
- Uses Claude, ChatGPT, Gemini, and Lovable throughout the process, from competitive analysis and persona synthesis to information architecture, color and typography direction, and pre-launch QA.
- Owns each engagement end to end, scoping goals directly with clients, managing timelines, and shipping finished products solo.

Charleston Association of Legal Assistants (CALA) — calasc.org

Redesigned CALA's outdated, text-heavy WordPress site into a Charleston-rooted home base for the region's paralegal community. Ran a competitive analysis across comparable bar and paralegal associations using Claude, cross-checked through Gemini and ChatGPT, then built a full client dashboard — content editor with version history, direct messaging, invoice viewing, and detailed analytics — secured with two-factor login. Reworked dense copy into scannable sections and callouts while preserving the board's voice, and added a direct RSVP flow for events. Grew weekly site traffic from roughly 3 to 150+ visitors within three weeks of launch, a 54x increase over the old site, with 58% of visitors exploring beyond the homepage.

Full case study: silasmoorecreative.com/cala

CONTACT

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SKILLS

Design & UX

UI/UX Design · Wireframing & Prototyping
· Interaction Design · Design Systems · UX
Research & Usability Testing

Branding & Visual

Visual Identity & Branding · Typography ·
Print Design

Web & Technical

Responsive Web Design · Technical SEO &
Schema Markup · AI/Answer Engine
Optimization (AEO) · WCAG 2.2 AA
Accessibility

Tools

Figma · Claude · ChatGPT · Gemini ·
Lovable · Adobe Creative Suite

EDUCATION & CERTS

Liberty University — B.S. in Digital Design: Graphic Design, Magna Cum Laude | Aug 2023 – Aug 2025

Google UX Design Professional Certificate — Google/Coursera | 2024. UX design, wireframing, prototyping, UX research, UI design and prototyping, usability testing.

AI Fluency: Framework & Foundations — Anthropic (Claude Academy) | 2026. The 4D framework — Delegation, Description, Discernment, Diligence — for working with AI effectively and responsibly.

C.E.S Imagery — cesimagery.com

Built a new photography brand's first website and booking system from the ground up for a Connecticut-based portrait photographer. Ran competitive research across regional studios, then developed an image-forward identity (warm off-white with a single gold accent) paired with a serif type direction chosen for readability over the category's typical script fonts. Built the site for search and AI visibility from day one — structured local-business data, full service-area listings, and schema for AI tools like ChatGPT and Perplexity — and delivered a client dashboard with a Plaid-connected finance tracker. 37% of site visitors now reach the booking page, and clients contact the photographer directly through the site rather than through social media alone.

Full case study: silasmoorecreative.com/cesimagery

Freelance Web Design (Self-Taught) — Summerville, SC 2020 – 2023

Started building websites independently as a teenager, well before formal design education or Catalyst Digital existed. Informal freelance and volunteer work — including sites for a family business and a local church — sparked the shift from personal tinkering into a design career.

Derrick Law Firm Injury Lawyers, PC — Remote June – August 2025

Visual & UX Designer, Internship

- Reported to the firm's Chief Marketing Executive, designing digital assets within existing brand guidelines alongside the marketing team.
- Led a website redesign concept in Figma, mapping site structure, page layouts, and interface direction for the firm's public site.

Crown & Clay — Remote May – July 2025

Graphic Design Practicum

- Collaborated directly with the founder on social media and branding assets, both digital and physical, taking pieces from first sketch through final design and print.

CONCEPT PROJECTS (SELF-DIRECTED)

American Odyssey — silasmoorecreative.com/americanodyssey

Interactive U.S. travel-planning concept, taken from Figma to a working prototype. 5 traveler interviews, 3 competitors analyzed, 6 recurring themes identified, 5 usability testing participants.

FlavorSync — silasmoorecreative.com/flavorsync

Recipe discovery and sharing app concept, taken from Figma to a working prototype. 5 user interviews, 3 competitors analyzed, 4 key research themes, 5 usability testing participants.