

Tony Moura

AI-First Product Design Leader

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Executive Summary

Senior Product Design and UX Architecture leader with 30+ years of experience spanning enterprise, federal government, and venture-backed startups. Over the last several years, I have focused heavily on **AI-native product design, multi-agent systems, and LLM-powered product workflows** as the founder of **Vettd** and **Vettd Story** two production platforms built outside of IBM using **CrewAI, LangChain, OpenAI, Claude, Firebase, Next.js, Stripe, and Resend**.

At IBM, I built and led the **first Federal Garage Practice**, scaling from 2 to 14 team members in under six months while driving **\$22M in new revenue** and supporting **\$93M in project value** across more than a dozen federal agencies. My work now sits at the intersection of **AI agents, UX architecture, product strategy, and applied machine intelligence**, translating complex AI systems into trusted, human-centered products.

Core Focus Areas

- AI-Driven Product Design & UX Architecture
 - Multi-Agent Systems (CrewAI, LangChain)
 - LLM Prompt Engineering & Orchestration
 - AI-First SaaS Platform Design
 - Human-in-the-Loop Decision Systems
 - Enterprise & Federal UX Strategy
 - AI code security threat analysis
 - Secure AI Systems for Regulated Environments
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Founder Experience (Independent of IBM)

Founder & Builder — Vetttd & Vetttd Story

AI-Powered Interview Intelligence & Personal Storytelling Platforms

- Designed and built two production AI platforms entirely from the ground up as a solo founder.
- Architected a **multi-agent AI organization** to handle candidate onboarding, interviewer operations, summarization, compliance auditing, scheduling, and recruiter search.
- Implemented **CrewAI + LangChain hybrid orchestration** with persistent memory, tool routing, and agent-to-agent validation.
- Designed **LLM-powered resume parsing and narrative generation systems** that convert unstructured resumes into structured story-driven slide decks.
- Built **AI-driven recruiter search using NLP**, enabling conversational candidate discovery.
- Integrated **OpenAI GPT models and Claude** for summarization, scoring, compliance checks, and narrative construction.
- Designed **human-in-the-loop dashboards** for approving AI outputs, enforcing auditability and trust.
- Full-stack product design and development using:
 - Next.js (App Router), React, TypeScript, Tailwind, ShadCN
 - Firebase (Auth, Firestore, Storage)
 - Stripe Subscriptions, Resend Email, GetStream Video
- Designed monetization models, usage-based AI cost controls, and compliance-safe data pipelines.

This work represents **hands-on, production-grade AI engineering applied through UX leadership**, not theoretical experimentation.

IBM Inc. — Sr. UX Design Lead / Federal Garage Practice Lead

Mar 2019 – Present | Herndon, VA

- Founded and scaled IBM's **first dedicated Federal Garage Practice**.
 - Built AI demonstration programs showing how **multi-agent systems, automation, and LLMs** could support agency missions.
 - Led AI initiatives using **CrewAI, LangChain, OpenAI, IBM Granite, and Claude** to showcase AI-powered operations, analysis, and workflow automation.
 - Facilitated **48+ discovery workshops with 850+ participants** using Design Thinking, Agile, and DevSecOps.
 - Drove **\$22M in new revenue** and supported **\$93M in delivery value across 11 engagements**.
 - Re-architected **GSA Advantage.gov and USA.gov** using advanced UX and AI-driven design patterns.
 - Cleared environments: **Public Trust, Secret, Top Secret** across DOD, DHS, DOJ, TSA.
 - Built GTM strategies for internal AI, UX, and Digital Product offerings.
 - Mentored and scaled teams from 2 to 14 designers and strategists within six months.
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Additional Leadership Experience

10Pearls — VP of User Experience and Design

Jun 2018 – Mar 2019 | Tysons, VA - Led enterprise UX strategy and executive product vision.
- Doubled the design organization from 4 to 8 designers. - Conducted AI-forward executive design thinking workshops.

10Pearls — Director of UX and Design

Mar 2018 – Jun 2018 - Established Design Studio workflows. - Modernized production pipelines and reduced design cycles by weeks.

Cambria Solutions — Sr. Lead UX Architect

Sep 2017 – Mar 2018 | Sacramento, CA - Led UX research and bleeding-edge innovation initiatives in **Voice AI and Blockchain**. - Created UX Centers of Excellence and agile transformation programs.

McMurdo Group — Principal UX Designer

Jun 2017 – Sep 2017 | Lanham, MD - Architected enterprise search and rescue government platforms. - Delivered interactive Axure prototypes for mission-critical environments.

Technical & AI Skill Stack

- Multi-Agent Architecture (CrewAI, LangChain)
- LLM Prompt Engineering & Tool Use
- AI Workflow Orchestration
- Firebase, Firestore, Auth, Storage
- OpenAI, Claude, Local LLMs
- Next.js, React, TypeScript
- Stripe Billing & Subscription Systems
- Human-in-the-Loop AI UX Design
- Secure AI Design for Regulated Environments

Education

Stanford University — B.S. Mechanical Engineering

Security Clearances

Public Trust, Secret, Top Secret
DOD, DOJ, DHS, TSA