

Lance Moore

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Hover Team,

I've spent my career inside the workflows Hover is reimagining.

For more than fifteen years, I've worked as an architectural designer and creative lead across hospitality, healthcare, and high-end residential projects, translating ideas into built environments from early concept through construction. Throughout that time, I've relied daily on the same ecosystem of tools, visualization processes, and cross-disciplinary collaboration that Hover is now transforming with AI.

What excites me most about Hover is not just the technology, it's the ambition to fundamentally change how people understand, visualize, and make decisions about the spaces they care about.

I'm applying for the Creative Director role because my career has increasingly moved toward the intersection of **design, product thinking, and industry translation.**

As Director of Design at MTBH Studios, I led the creative direction and execution of more than 25 high-end residential projects, guiding clients from early visioning through permitting and construction. This role required balancing creative vision with feasibility, aligning diverse stakeholders, and constantly iterating on ideas in real time skills that closely mirror the collaborative, prototype-driven culture you describe at Hover. Earlier in my career, I contributed to large-scale projects such as the Tesla Gigafactory, the Margaritaville Nassau development, and healthcare campuses at FLAD Architects. These experiences gave me a deep understanding of how design decisions ripple across engineering, construction, operations, and long-term lifecycle management.

Over time, I became increasingly fascinated with the tools that shape how architects and designers work. I've been a daily user of BIM, visualization, and rendering platforms for over a decade and I've experienced firsthand the friction, inefficiencies, and communication gaps that exist between the built environment and the digital tools that support it. That curiosity led me to co-create and launch Domescape, a startup concept focused on rethinking how architectural services could be delivered digitally. While different in scope from Hover, the experience deepened my appreciation for product thinking, rapid iteration, and the challenges of building tools that serve both professionals and everyday users.

I believe Hover sits at a rare and exciting intersection: **technology, creativity, and the physical world.**

This role feels uniquely aligned with the path my career has been naturally moving toward helping translate real-world industry experience into product, brand, and creative direction that resonates with both professionals and homeowners. I would love the opportunity to contribute to Hover's next chapter and help shape how creative work is built, tested, and scaled across the company.

Thank you for your time and consideration.

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