

JEFFREY MOORE

User Experience Designer

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PROFESSIONAL SUMMARY

User Experience Designer with 9+ years of experience in multiple professional environments. Recently, I synchronized solid user research, company brand standards and industry design best practices to enhance holistic product and user interface designs for a clinical trial SaaS product. I also lead several visual experience design initiatives to increase the effectiveness of large scale internal digital strategy, implementing enhanced email delivery protocols, and a new dashboard style design for a complex company intranet.

EXPERIENCE

Senior Product Designer

IQVIA

December 2019 - Present

- Crafting end to end User Experience and seamless Product Design of our clinical site activation tool using Axure Pro, Sketch and InVision.
- Championing UX best practices, conducting user and stakeholder interviews, creating user stories and journey maps and documenting new design features and enhancements to encourage the most holistic user experience possible.
- Fostering deep collaboration with Scrum Masters, Product Owners, and Developers in an Agile environment using Jira, Confluence, Bitbucket and Slack.

Digital Experience Designer

AmeriHealth Caritas

February 2014 – October 2019

- Creating smart and elegant solutions designing wireframes, user flows, style tiles, component libraries and high-fidelity mock-ups for web based, apps, widgets, and websites to ensure and document a consistent information architecture using rapid prototyping technologies such as Photoshop, Illustrator, and Axure Pro.
- Architecting accessible, 508 compliant visual designs and user interfaces using HTML, CSS and JavaScript in a .NET based development environment in conjunction with Digital Developers and Content Producers, using Dreamweaver and CrownPeak.
- Leading user experience initiatives, by employing UI and UX best practices and web accessibility standards, crafting research documents designed to be the source of truth for current and future UX projects and championing Agile methodologies and Scrum processes in a self-managed team dynamic.
- Leveraging qualitative and quantitative data from analytics, user research, client and stakeholder insights, user testing and focus groups to craft a thoughtful and high quality, design for our company intranet.
- Establishing workflows, style guides, and design standards documentation for web sites, email blasts and digital signage that enhanced the effectiveness of client presentations, reinforced internal brand campaigns, and increased product value for clients and users alike.

Freelance Digital Artist

KnightMoore Digital

March 2012 – October 2019

- Crafting responsive websites and user experiences with WordPress and non-CMS, HTML5, CSS3, and JavaScript using Adobe Dreamweaver and InVision.
- Establishing excellent communication skills by guiding clients through the full product development life cycle, providing user research, wireframes, mock-ups and final designs through to deployment while educating clients on the importance of a brand centered web presence and effective user centered design.
- Applying storytelling fundamentals and story driven design concepts to create a variety of branding and marketing assets such as custom graphics, character designs, logo designs, illustrations, DVD covers and book covers using Photoshop and Illustrator.
- Specializing in working with small business owners and creative professionals crafting unique brands and user centered web experiences.

Web and Graphic Designer

Magnatrol Valve Corporation

March 2011 – May 2013

- Developing a full stack web solution and co-branding campaign combining their two existing websites into one site using HTML, CSS, SQL and JavaScript.
- Creating responsive landing pages, UI components, and print components for mixed media marketing campaigns that increased customer feedback and provided critical data to improve product designs and customer targeting ultimately increasing client feedback and repeat sales.
- Crafting HTML emails for newsletter campaigns designed to increase customer engagement.
- Designing a variety of web and print collateral using Photoshop, Illustrator and InDesign.

Jr. Programmer

American Law Institute

November 2010 – November 2011

- Working with Senior Programmers developing server-side applications and static webpages for corporate website and instructional microsites using HTML, CSS, JavaScript and Cold Fusion.
- Collaborating with graphic designers to develop elegant front-end user interfaces.
- Providing top notch customer service to lawyers and clients for virtual training and webinars.

Graphic Design Intern

Aurora Imaging Company

June 2010 – September 2010

- Working with Lead Graphic Designer on a variety of client projects building web page mock ups, training manuals, video graphics and web assets using Photoshop, Illustrator and InDesign.
- Establishing brand elements and standards focusing on visual design, typography, color, layout, and tone in order to provide maximum value for clients.

Logistics and Readiness Petty Officer

United States Navy Reserves

December 2003 – March 2006

- Performed a variety of design, logistics, and administrative tasks in support of sea-based operations both domestic and abroad.
- Crafted organizational systems and spreadsheets using Excel to increase the efficiency of logistics reporting methods.
- Prepared daily and monthly reports that were delivered to high ranking officers for evaluating supply and troop movements in theater.

Information Systems Supervisor, Electronic Keying Materials Clerk (EKMS)

United States Navy

September 1999 – September 2003

- Leveraging modern information systems technologies in support of fleet operations abroad.
- Attaining the rank of E-5 and maintained Top Secret security clearance.
- Completing numerous qualifications including the Enlisted Surface Warfare (ESWS) qualification.
- Training on the use and maintenance of microcomputer systems and radio frequency antenna.
- Supervising lower ranked sailors in technical and maintenance projects to maintain ship readiness standards.

EDUCATION

Art Institute of Philadelphia

BS Web, Design and Interactive Media

Graduated Sept 2010

US Navy, Navy College

Military Information Systems Technology

1999 – 2003

New Jersey City University

Digital Illustration, Sophomore

1997 – 1999

LICENSES & CERTIFICATIONS

Accessibility for Web Design

Lynda.com

User Experience Design Certification

Lynda.com

SKILLS

Code: HTML5, Bootstrap, CSS 3, LESS, JavaScript

Software: Photoshop, Illustrator, Dreamweaver, InDesign, Adobe XD, Axure Pro, Sketch, InVision, Adobe Creative Suite, Microsoft Office, Microsoft Project, Jira, Confluence, Bitbucket, Slack

CMS: Word Press, CrownPeak, TeamSite, Workfront, SharePoint, CVENT