

JEFFREY MOORE

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LEAD PRODUCT DESIGNER

Lead Product Designer with 11+ years designing and developing responsive web and mobile products for personal brand, small business, B2B and SaaS environments. Expertise in end-to-end design process, taking projects from concept through research and design to front-end development. Experienced leading small teams of up to 3 members and working in fast-paced, 100% Remote, Agile environments with frequent iteration. Excellent stakeholder management, requirements interpretation, ideation, creative, and execution capabilities. Champions holistic design thinking, where proper code structure is just as critical to user experience as visual aesthetics.

KEY SKILLS

Design Thinking: Product Design, UX Design, UX Research, Visual Design, Interaction Design, Branding, UI Design, Digital Illustration, Front-end Development, Design Systems

Design and Prototyping Tools: Sketch, InVision, Figma, Axure RP, Photoshop, Illustrator, Dreamweaver, InDesign, Adobe XD, Adobe Creative Cloud, Adobe Creative Suite, HTML, Bootstrap, CSS, LESS, JavaScript

Business and Project Management: Agile, B2B, B2C, Microsoft Office, Microsoft Project, Jira, Confluence, Bitbucket, Slack, Word Press, CrownPeak, TeamSite, Workfront, SharePoint, CVENT, FullStory, Looker

PROFESSIONAL EXPERIENCE

Senior Product Designer

Upside Business Travel, Remote, Washington, DC

October 2020 – Present

Iterating impactful UI designs and user experiences, backed by intensive user research in support of company OKR's for B2B SaaS platform, contributing to a 50% increase in customer satisfaction and acquisition of high revenue clients.

- Leading initiative in conjunction with other designers and engineers to build out company design system web site and Figma Libraries.
- Conducting user research by collecting quantitative metrics, conducting user interviews and gathering user insights with FullStory and Looker.
- Defining product enhancements using user flows to map the most efficient functionality for the product.
- Championing intensive collaboration between design and engineering in order to reduce friction and improve speed of deliverables.
- Partnering with Project Manager, Lead Engineer and Quality Engineer to lead the direction of Agile teams, manage sprints in Jira, and craft user stories in Confluence.

Senior Product Designer

IQVIA, Boston, MA

December 2019 – June 2020

Crafted end to end user experience and seamless product design for clinical site activation SaaS platform, improving user satisfaction by 60%.

- Developed a branded design system with a focus on usability, accessibility and scalability.
- Championed UX best practices, conducted UX research, user and stakeholder interviews, user stories, journey maps and style guides. Defined new design features and enhancements that increased usability and efficiency and fostered a more holistic approach to user experience.
- Partnered closely with Scrum Masters, Product Managers, and Engineering in an Agile environment using Jira, Confluence, Bitbucket and Slack to effectively align business requirements, user needs and design specifications.

PROFESSIONAL EXPERIENCE

Digital Product Designer

AmeriHealth Caritas, Philadelphia, PA

February 2014 – October 2019

Spear headed smart and elegant solutions designing wireframes, user flows, style tiles, component libraries and high-fidelity mockups for web based, apps, widgets, and websites, increasing user engagement by 50%.

- Architected accessible, 508 compliant visual designs and user interfaces using HTML, CSS, JavaScript in a .NET based development environment in conjunction with Digital Developers and Content Producers.
- Led user experience initiatives, by employing UI and UX best practices and web accessibility standards.
- Authored research documents, serving as the source of truth for current and future UX projects and advocating Agile and Scrum methodologies.
- Leveraged 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 company intranet.
- Established workflows, style guides, and design standards documentation for web sites, email blasts and digital signage. Enhanced the effectiveness of client presentations, reinforced internal brand campaigns, and increased product value for clients and users.

Freelance Web/UX Designer

KnightMoore Digital, Glenolden, PA

March 2012 – October 2019

Crafted responsive websites and user experiences with WordPress and non-CMS development environments resulting in a 200% increase in brand recognition and overall web presence for small business clients.

- Guided clients through the full product development life cycle, provided user research, wireframes, mockups and final designs through to deployment while educating clients on the importance of a branded web presence and effective user centered design.
- Applied 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.
- Specialized in working with small business owners and creative professionals crafting unique web experiences.

Web and Graphic Designer

Magnatrol Valve Corporation, Cinnaminson, NJ

October 2011 – May 2013

Developed a full stack web solution and co-branding campaign combining two existing websites into a single experience.

- Created responsive landing pages, UI components, and print components for mixed media marketing campaigns collecting critical data, improving product designs and encouraging targeted feedback and repeat sales from B2B and B2G customers.
- Crafted HTML emails for newsletter campaigns increasing customer engagement by 25%.
- Designed web and print collateral to augment sales campaigns.

Jr. Programmer

American Law Institute, Philadelphia, PA

November 2010 – November 2011

Partnered with Senior Programmers developing server-side applications and static webpages for corporate website and instructional microsites using HTML, CSS, JavaScript and Cold Fusion. Contributed to 20% increase in customer support.

- Collaborated with graphic designers to develop elegant front-end user interfaces.
- Provided top notch customer service to lawyers and clients for virtual training and webinars.

PROFESSIONAL EXPERIENCE

Graphic Design Intern

Aurora Imaging Company, Conshohocken, PA

June 2010 – September 2010

Worked 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.

- Established brand elements and standards focusing on visual design, typography, color, layout, and tone in order to provide maximum value for clients.

EDUCATION

Bachelor of Science in Web Design and Interactive Media, Art Institute of Philadelphia, Philadelphia, PA

Military Information Systems Technology, US Navy, Navy College, Norfolk, VA

Digital Illustration, Sophomore, New Jersey City University, Jersey City, NJ

MILITARY

Information Systems Supervisor, United States Navy

Logistics and Readiness Petty Officer, United States Navy Reserve

LICENSES | CERTIFICATIONS

Accessibility for Web Design, User Experience Design Certification, Lynda.com