

Alan Moore

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I'm a UX person who speaks developer.

That's because I started working on the web in 1997, back when nobody specialized. Regardless of job title or industry trends, my focus has been to create the best user experience possible. Balancing that with business requirements and technical constraints can be quite a challenge, but I'm up to the job.

From making an application navigation with 1,400 items less daunting, to creating a new shopping cart and checkout process; from conceptualizing a visual interface to schedule sessions at conferences to working on standardizing and style guide on a 20-year old web application; from making a financial questionnaire easier for students to complete, to auditing and redesigning a desktop-class UI, I've improved user experience every time.

Skills and Experience

Overview

- ▶ 20 years **commercial design** and **front-end development**
- ▶ 16 years User Experience (**UX**) and User Interface (**UI**) design
- ▶ 15 years client-facing **consultancy**
- ▶ 14 years **staff / team supervision and mentoring**
- ▶ 11 years web project analysis, planning, scheduling and coordination
- ▶ 9 years web strategy development
- ▶ 6 years **relationship management**, including third-party vendors, consultants and freelance staff

UX / UI

- ▶ 20 years producing **visual designs** and **interactive prototypes** for web sites, applications and email
- ▶ 16 years producing **site maps** and **wireframes, user flows**, and information architecture (**IA**)
- ▶ 16 years designing and optimizing for **accessibility**
- ▶ 11 years UX and UI for **CMS** interfaces and **web applications**
- ▶ 8 years **responsive design** for phones and tablets
- ▶ 4 years user interface design for **Enterprise** web applications
- ▶ Confident user of **Axure Pro** and **Sketch**, as well as **Adobe Creative Suite**

Front-end Development

- ▶ 20 years hand-coding **HTML**, including **XHTML** and **HTML 5**
- ▶ 17 years **CSS**, including **CSS 3. Media Queries**, **SASS** and **LESS** preprocessors, **OOCSS** and BEM-like notation, and **CSS architecture**
- ▶ 10 years simple **jQuery / JavaScript** for progressive enhancement
- ▶ 2 years developing for **Oracle Apex**

Please visit alanmoore.info for my portfolio and case studies.

Employment

January 2016 - Present **ACGI Software, Columbia MD**

USER EXPERIENCE & USER INTERFACE ENGINEER

Worked with CEO, Product Manager, Engineering Manager and various engineers and BA's on the following features for a proprietary Association Management (ASM) web application:

- ▶ **2018:** Created user flows, visual designs and Oracle Apex templates for an event creation wizard, adapting Material Design concepts to the new screens.
- ▶ **2018:** Designed data visualization dashboards in Sketch, then prototyped using d3.js and c3.js libraries.
- ▶ **2018:** Analysed and designed user flows for integrating social login functionality into a public-facing system.
- ▶ **2017/18:** Advocated and worked on introducing personas to the SDLC for user-centred design.
- ▶ **2017/18:** Selected and integrated Material Design concepts into back-office, including the creation of a style guide for Oracle Apex developers.
- ▶ **2017:** Designed new navigation, search and breadcrumb functionality for back-office application in Sketch, accounting for over 1,400 navigational items. Information Architecture. Provided HTML and CSS for the navigation.
- ▶ **2016:** Designed, prototyped wrote requirements of drag-and-drop interface for scheduling sessions within events.
- ▶ **2016:** Prototyped new shopping cart and checkout system in Axure, combining three disparate legacy features.

July 2015 - January 2016 **CSC, Windsor Mill MD**

USER INTERFACE DESIGNER

Worked on a web portal for CMS (Centers for Medicare & Medicaid Services): User flows, UI layout in Axure RP 7; Interactive prototypes created in Axure. Created HTML/CSS prototypes with complete responsive layout in CSS.

April 2014 - June 2015 **Regent Education, Frederick MD**

USER EXPERIENCE & USER INTERFACE ENGINEER

Worked primarily on the web-based management interface of a large, complex SaaS Financial Aid Management system, and occasionally sister products and internal tools:

- ▶ **Research:** interviewed users; Gathered, organised, and presented statistics; Documented personas and findings; Requirements writing; Taxonomy creation.
- ▶ **Design:** Interaction design; Information Architecture; Usability; Interface layout, Interface design and Prototyping in Axure RP 7 and Sketch 3.
- ▶ **Coding:** Created HTML/CSS prototypes for front-end developers; proof-of-concept HTML/CSS/JavaScript prototypes of interface changes.

September 2013 - April 2014 **PBS, Arlington VA**

FRONT-END DEVELOPER (Consultant)

- ▶ Front-end developer on a mobile-first, responsive video site. Django templates. HTML5, jQuery, Bootstrap 3, OOCSS, LESS and CSS3. An Agile (Scrumban) environment using JIRA and GitHub.

January 2011 - September 2013 **Erickson Living, Catonsville MD**

WEB DESIGNER

Technical lead, Ericksonliving.com. Web strategy consultation. Collaborated with Creative Director, sales executives, IT department, designers and community representatives. Visual design of web sites, banner ads, landing pages and marketing emails. Google Analytics reporting. Front-end development in HTML5, CSS3 and jQuery.

- ▶ **2013 – Project lead on email redesign initiative:** Lead a team of graphic designers and web developers in creating new email templates for Eloqua marketing system.
- ▶ **2012 – Ericksonliving.com mobile refresh:** Redesigned tablet and mobile layouts for better UX. Wrote HTML5, CSS3 and jQuery. Reduced home page load time by 25%.
- ▶ **2011/12 – Ericksonliving.com redesign:** Advocated device-independent, mobile-first development. Created typography and templates in HTML5 / CSS3. Mentored team members in mobile-first and HTML5 / CSS3. Worked on Information Architecture (IA). Added jQuery for progressive enhancement.

Previous Employment

July 2009 – January 2011 **Deluxe Checks / Custom Direct, Joppa MD**

SENIOR WEB DESIGNER

- ▶ **2010:** Designed and developed product customization tool with emphasis on UX / UI.

October 2008 – July 2009 **Chester, UK and Baltimore MD**

FREELANCE WEB DESIGNER / DEVELOPER

October 2007 – October 2008 **Chester.com, Chester, UK**

INTERNET MANAGER

Technical lead, Chester.com. Drove creation of new features. Maintained and improved web site. SEO. Front-end development in XHTML, CSS and jQuery. Designed and developed web sites for clients. Administered web servers.

November 2003 – September 2007 **Eclipse Creative Consultants Limited, Chester, UK**

INTERNET & IT MANAGER

Direct client-facing role. Performed requirements gathering consultations and developed proposals. Managed vendor relationships. Supervised consultants and freelance staff. Planned and scheduled all web production. Administered and supported four web servers, multiple domains and email accounts. Designed and developed web sites for clients. Managed and supported network of Macs and PCs. OS X Server administration.

- ▶ **2007 – Seddon Homes:** Lead developer on major site redesign for Blue Chip housing client. Front-end development in XHTML, CSS, AJAX, Flash, Flash video, Google Maps API and some PHP and MySQL.
- ▶ **2006:** Advocated and implemented move of all front-end development to XHTML with CSS for layout.
- ▶ **2005 – Inspired Developments (ID):** Eclipse created the brand for Seddon Homes' new company. This included the name, creating the logo, corporate ID and all marketing materials. I was involved at every step as the web site was integral to the brand.

October 2002 – February 2003 **Westwood Marketing & Design Consultancy, Chester, UK**

FREELANCE WEB DESIGNER

May 2002 - July 2002 **Graham's Machinery Sales, Chester, UK**

WEB DESIGNER (Contract)

May 2000 - December 2001 **Trinity-Mirror Digital Media, Chester, UK**

INTERNET CO-ORDINATOR (Chester Chronicle Newspapers) / WEB DEVELOPER (North West)

Qualifications

Vocational Qualifications (UK)

- 1998 NVQ Level 3 Information Systems Design and Programming
- 1998 NVQ Level 2 Using Information Technology

Education

1995 - 1997 **Lancaster University, Lancaster, UK**

Studied BSc Computer Science, for two years.

1988 - 1995 **Elfed High School, Buckley, UK**