

Alan Moore

www.alanmoore.info

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I've worked in web design for 18 years. Regardless of job title or industry trends, my goal has always been to create the best user experience possible. Balancing that with business requirements and technical constraints can make for quite a challenge, but I'm up to the job.

From making a financial questionnaire easier for students to complete, to optimizing a 2,000+ page website for seniors, from auditing and redesigning a desktop-class UI, to making the customization of bank checks fun, I've had a positive impact on the customer experience every time.

Skills and Experience

Overview

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

UX / UI

- ▶ 18 years producing **visual designs** for web sites, banner ads, landing pages and marketing emails
- ▶ 13 years producing **site maps** and **wireframes**, and designing information architecture (**IA**)
- ▶ 13 years designing and optimizing for **accessibility**
- ▶ 9 years UX and UI for **CMS** interfaces and **web applications**
- ▶ 6 years **responsive design** for phones and tablets

Front-end Development

- ▶ 18 years hand-coding **HTML 4, XHTML & HTML 5**
- ▶ 16 years **CSS** – 7 years **CSS 3** with **Media Queries** – 2 years object-oriented CSS (**OOCSS**) – 2 years **SASS & LESS**
- ▶ 8 years producing content-first, **device independent** web sites
- ▶ 7 years procedural **jQuery / JavaScript** for progressive enhancement – 3 years with HTML 5

Please visit alanmoore.info for my portfolio, case studies and details of my freelance assignments.

Employment

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

UI/UX ENGINEER

Working on a proprietary Association Management (ASM) web application:

- ▶ **Research:** Reviewing user feedback.
- ▶ **Design:** Interaction design; Navigation design; Information Architecture; Usability; Interface layout, Interface design and Prototyping in Axure Pro 8 and Sketch.
- ▶ **Coding:** Implementation of designs into the live web app using HTML, CSS and JavaScript. Troubleshooting existing issues for developers.

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

UI/UX DESIGNER

Working on a web portal for CMS (Centers for Medicare & Medicaid Services):

- ▶ **Research:** User flows, performance impact of assets.
- ▶ **Design:** UI layout in Axure RP 7; Interactive prototype creation in Axure.
- ▶ **Coding:** Creation of HTML/CSS prototype with complete responsive layout in CSS.

April 2014 - Present **Regent Education, Frederick MD**

UI/UX ENGINEER

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

- ▶ **Research:** interviewing users; Gathering, organizing, and presenting statistics; Documentation of 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:** Creation of 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, graphic designers and community representatives. Visual design of web sites, banner ads, landing pages and marketing emails. Google Analytics reporting and monitoring internal banner / landing page conversion rates. 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. Evaluated and selected front-end framework. Created typography and layouts in HTML5 / CSS3, from which the site was built. Mentored team members in mobile-first and HTML5 / CSS3. Assisted Web Director with Information Architecture (IA). Added jQuery for progressive enhancement.

Previous Employment

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

SENIOR WEB DESIGNER

Supported e-commerce sites. Designed landing pages, marketing emails, advertising banners and web pages.

- ▶ **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. Planned and scheduled all web production.

Maintained and improved web site. Google Analytics reporting. SEO. Front-end development in XHTML, CSS and jQuery. Designed and developed web sites for clients. Administered and supported 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

National 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**