PERSIA MOORE
UX & UI DESIGNER

PERSONAL PROFILE

I´ve always had a passion for creativity and problem solving, therefore I decided to do a full time bootcamp with Ironhack (Madrid). I have recently graduated after 9 intense weeks working on 5 different projects (3 group projects & 2 individual). The experience has been great and the knowledge I have gained has prepared me to become a good UX/UI Designer! There have been many sleepless nights and many ups and downs during the course, but looking back at everything I have achieved makes me so proud of how far I have come.

SKILLS

Design
Web & Mobile
Android / IOS
Persona
Storyboarding
Moodboard
Wireframing
Mockups
Prototyping

Research
Interview & Survey
Contextual Inquiry
Usability testing
Competitive analysis
Affinity diagram
Lean Ux Canvas

Frameworks
Design thinking
Agile
Scrum

Tools
Sketch
Figma
Adobe Creative Suite
InDesign
Principle
Invision
Git
Zeplin
Visual Studio

Coding
HTML5 / CSS3

Languages
Spanish (Native)
English (Native)

CONTACT DETAILS

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Portfolio: www.persiamoore.com

DESIGN PROJECTS

YAWN "Sleep is the best meditation"
Mobile App (MVP) 2 week sprint | 2020

- Yawn has been designed with the purpose to help those people that have trouble relaxing and falling asleep caused by an accumulation or miss handling of stress and anxiety.

HOMEFY APP "Your rental made safe and easy at your fingertips"
Mobile App (MVP) 2 week sprint | 2020

- **For Landlords:** Homefy allows you to manage all your properties together, giving you the control of all of them from the App making your life easier.
- **For tenants:** Homefy allows you to manage your home quickly, clearly and accurately saving you time and misunderstandings with your landlord.

CAREER HISTORY

Investments Broker
Triumph Towers | 2019 - 6 Months

- Acquisition of clients to build a portfolio of investors for the company.
- Sales of real estate financial products and Renewable energy Investments.

Art Teacher - Self Employed
Happy Crafting Workshops (Gibraltar) | 2015 - 2017

- For 2 years I have carried out workshop projects for children (3 to 9 years old) focused on teaching art and crafts with recycled materials.

Financial and Sales Advisor
Norwich & Peterborough BS (Gibraltar) | 2013- 2015

- Handling of all types of transactions, withdrawals and income (cash and checks) and telegraphic transfers worldwide operated with Amex. Sale of new checking accounts and mortgages.

ACADEMIC HISTORY

Ironhack
UX/UI Design | Class of 2020

- Apply the design thinking framework, principles and methods to solve business problems.
- Plan and execute UX Research. Critically select methods according to project and resources.
- Organize data to create alternatives and define most user-centric solutions in the field of product and service design.
- Create sensible information architecture and interaction design for a range of digital products.
- Use Agile as the main framework for project management.
- Use Sketch, Figma and Principle to design user interfaces that are both functional and pleasurable.
- Build high fidelity, animated, interactive prototypes for testing and production.
- Assess usability through heuristic evaluation and testing.
- Write and read HTML & CSS to better collaborate in cross-functional teams.
- Use version control software for lean product development.
- Consider the end-to-end production cycle. Selecting the best tools and processes for dev handoff to ensure quality.

Euroinnova Business School
Master in Stock Market | Class of 2018 - 2019

Antonio Nebrija University
Degree in Banking and investment management advisor | Class of 2018 - 2019

Bachillerato Artístico (Equivalent to UK GCE)
Degree in Art & Design | Class of 2018 - 2019