

# Persia Moore

## Product Designer



### Work Experience

#### SideProjects / UX & UI Designer

MARCH 2020 – PRESENT, MADRID

- Created 3 MVP app concepts from scratch.
- Studied and analyzed the behavior of potential users.
- Elaborated scenarios, task flows and user stories.
- Outlined wireframes, Prototypes and Built Mockups.
- Followed Human-centered design.
- Applied Scrum Agile Methodology.
- Matching colors and Typography.
- Created Visual Layouts.
- Benchmarking.

#### Triumph Towers / Managing Director Assistant

JAN 2019 – JUNE 2019, MADRID

- Acquisition of clients.
- Sale of Real Estate Financial products.
- Sale of Renewable Energy investments.
- Schedule meetings with the different departments.
- Assign weekly tasks for better profit outcomes.
- Assist with general inquiries and stoppers within the team.

#### Arts & Crafts Association / Chairperson

DEC 2016 – DEC 2017, GIBRALTAR

- Coordinate a team of 13 members.
- Quality control, Logistics & Problem solving.
- Management of Marketing & Social Media.
- Supervise & Manage bookings for the workshops.

#### N & P Building Society / Customer Advisor

JUNE 2013 – JAN 2015, GIBRALTAR

- Customer Service.
- Banking Transactions ( Cash handling, international transfers, standing orders, direct debits).
- Open or close bank accounts.
- Responsible for the banking of the branch.
- Worked closely with the Branch Manager setting up mortgages, training new employees, and reporting back to the manager any incidents of fraud.

[persiasimonemoore@gmail.com](mailto:persiasimonemoore@gmail.com)

+34 677074498

[www.linkedin.com/in/persia-moore](http://www.linkedin.com/in/persia-moore)

### Education

#### Ironhack / UX & UI Design

MARCH 2020 – MAY 2020, MADRID

#### Antonio Nebrija / Finance

APRIL 2018 – APRIL 2019, MADRID

#### Euroinnova B.S / Stockmarket

APRIL 2018 – APRIL 2019, MADRID

### Skills

**Design:** Illustration & UI graphics • Strategy & vision presentations • User flows • Concept sketches • Wireframes & mock ups • Style guides & pattern library

**Prototyping:** Rapid prototyping using Keynote & Invision • Interactive flow with HTML/ CSS/ JS

**Research:** Data analysis • Benchmarking • Task analysis & persona hypothesis • A/B Testing & Experiment

**Collaboration:** Organizing workshops • Facilitating design critique • Analytical mindset • Detail oriented • Flexible • Communicative

**Languages:** Bilingual English & Spanish