Alan Moore

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I've worked in 'web design' for 17 years. Regardless of job title or industry trends, my focus has always been creating 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.

Whether it's making a financial questionnaire easier for students to complete, optimizing a 2,000+ page website for seniors, auditing and redesigning a desktop-class UI, or putting the fun into customizing bank checks, I adapt my knowledge and skills to the situation, and improve the customer experience.

Skills and Experience

Overview

- 17 years **commercial web design** and **front-end development**
- 13 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
- 6 years **relationship management**, including third-party vendors, consultants and freelance staff
- 7 years web strategy development

UX / UI

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

Front-end Development

- 17 years hand-coding **HTML** – 7 years **XHTML** – 4 years **HTML 5**
- 14 years **CSS** – 4 years **CSS 3** with **Media Queries** – 1 year **LESS** – 1 year object-oriented CSS (**OOCSS**)
- 7 years simple **jQuery** / **JavaScript** for progressive enhancement – 3 years with HTML 5

Employment

April 2014 - June 2015 **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; Heuristic review; Authoring technical requirements; Taxonomy creation.
- **Design:** Interaction design; Information Architecture; Usability; Interface layout and design in Axure RP 7 and Sketch 3; Interactive prototyping with Axure RP 7.
- **Coding:** Creation of HTML/CSS prototypes of new features for front-end developers; Proof-of-concept HTML/CSS/JavaScript prototypes of interface changes.

Previous Employment

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 in Fireworks CS5 and Photoshop CS5. 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 and responsive design. Evaluated and selected front-end framework. Created typography and layouts in HTML5 / CSS3, from which the site was built. Mentored team members in responsive design, HTML5 and CSS3. Worked with Web Director on Information Architecture (IA). Progressive enhancement with jQuery.

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

SENIOR WEB DESIGNER

Supported e-commerce sites. Designed landing pages, marketing emails in Photoshop CS3; Advertising banners and web pages in Fireworks CS3.

▸ **2010:** Designed new UI for a product customization tool using Fireworks CS3, then built it.

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 and CSS. 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 with Adobe Creative Suite. Managed and supported network of Macs and PCs. OS X 10.4 Server administration.

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

Education

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

Studied BSc Computer Science, for two years.

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