

# Alan Moore

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**I am the UX/UI Engineer on a complex, web-based SaaS product and its sister applications.**

I've spent 17 years in the web design world. Job titles have come and gone, roles and responsibilities have pivoted with the industry, but my focus has always been creating 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.

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 online, my knowledge and skills adapt to the situation and improve user experience.

## Skills and Experience

### Overview

- ▶ 17 years **commercial web design** and **front-end development**
- ▶ 13 years User Experience (**UX**) and User Interface (**UI**) design
- ▶ 13 years **analytics reporting** experience
- ▶ 11 years organic Search Engine Optimisation (**SEO**)
- ▶ 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**
- ▶ 5 years **resource management**, budgeting and planning

### 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 for **dynamic**, database-driven web sites and Content Management Systems (**CMS**)
- ▶ 12 years designing and optimizing for **accessibility**
- ▶ 8 years UX and UI for CMS interfaces and **web applications**
- ▶ 4 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**)
- ▶ 8 years producing content-first, **device independent** web sites
- ▶ 7 years procedural **jQuery** / **JavaScript** for progressive enhancement – 3 years with **HTML 5**
- ▶ 1 year **Django** / **Python** – 6 months **Django templates**

### Technology

- ▶ 10 years **server administration** with **Apache** Web Server on Linux with multiple **virtual sites** and domains plus **DNS**
- ▶ 9 years Urchin / **Google Analytics** – 4 years Webalizer
- ▶ 6 years Software Configuration Management (**SCM**) with **Subversion** (SVN), **TortoiseSVN** (Windows) and **Versions** (Mac OS X) - 6 months **Git** and **GitHub** for **Mac** client

# Employment

## 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.

## 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 character 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.

# Previous Employment

## 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

Rebuilt a college web site to meet accessibility requirements. In collaboration with Creative Director, built a further education magazine site and a high-concept site for a property firm.

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

### WEB DESIGNER (Contract)

Consulted with business owners, gathered requirements, developed IA and designed site. Constructed new site, deployed it and registered it with major search engines and directories.

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

### INTERNET CO-ORDINATOR (Chester Chronicle Newspapers)

Design and maintenance of web sites for Chester Chronicle newspapers. Drove web development and collaborated with Editor-in-Chief, board members, marketing managers, salespeople and external companies.

### WEB DEVELOPER (North West)

Design and development of custom elements for Liverpool Echo and Chester Chronicle series of newspapers.

**Please visit [alanmoore.info](http://alanmoore.info) for my portfolio, case studies and details of my freelance assignments.**

# Qualifications

## Industry Training

2001 Fast track to ColdFusion and Advanced ColdFusion Development

## National Qualifications (UK)

1998 NVQ Level 3 Information Systems Design and Programming and NVQ Level 2 Using Information Technology  
1995 A-Level Geography, A-Level Economics & Economics Extra Paper  
1993 GCSE Computer Science, English, Geography, Maths, Media Studies, Art & Design, English Lit. and French

# Education

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

Studied BSc Computer Science, for two years.

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

Achieved GCSE and A-Level qualifications detailed above.