Alan Moore

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I'm a UX person who speaks developer.

That's because I started working on the web in 1997, back when nobody specialized and everything was hand-made. This experience, combined with knowledge of a broad range of technological matters, makes me useful in both development and product teams.

Since 2014, I have specialized in User Experience design. I have helped launch a startup company, designing and building its initial products. In the three companies before that, I've worked on large, enterprise-level web applications, established for a decade or more, dealing with technical debt and design inconsistencies as generations of engineers, designers and managers each did their best.

Overview

- 25 years producing **visual designs**, **interactive prototypes** and **front-end development** for web sites, applications and email. Launched hundreds of sites and several web apps in that time.
- 25 years hand-coding **HTML,** and 22 with **CSS**. **SASS** and **LESS** preprocessors, using **OOCSS** and BEM-like notation. Extensive **CSS architecture** experience. Simple **JavaScript** for progressive enhancement.
- 22 years User Experience (**UX**) and User Interface (**UI**) design. **Site maps** and **wireframes, user flows**, and information architecture (**IA**). 13 years **responsive design** for phones and tablets.
- 20 years interviewing clients and users, and writing requirements.
- Confident user of **Axure Pro** (9 years) and **Sketch** (10 years), as well as **Adobe Creative Suite**.
- 5 years working in **Angular**/Typescript/SCSS application stack, plus experience working in other stacks, such as LAMP, Django, .Net and **Oracle Apex**.

Employment

PRINCIPAL USER EXPERIENCE DESIGNER   Tongo Financial (Remote)   April 2021 - February 2022
FinTech startup. The only UX expert on a small team taking a business idea from initial ideation to launch.
- **Customer-facing Web App:** Interaction design, Information architecture, User Journeys, and Interface design using Sketch, LucidChart, and Figma. Prototyping in Axure and Sketch. CSS architecture. Some HTML/CSS production.
- **Administration Interface:** Creation of wireframes for graphic designer to turn into Figma visuals. Requirements writing for developers. Occasional HTML/CSS fixes to application.
- **iOS/Android Apps:** Design version 1.0 iOS app using Apple's iOS templates for Sketch and their Human Interface Guidelines. Guid graphic designer converting design to Android in Figma. Test apps on real Apple and Google devices for improvement and iteration.

Employment

SENIOR UX / UI ENGINEER   DesignersAxis (Remote)   Aug 2018 - Mar 2021

As one of four full-time employees on a high-performance engineering team, built **Studio Designer 2.0**, a proprietary, cloud-based Project Management and Accounting web application for the interior design industry. Also built a proof-of-concept **Vendor Portal** and worked on their **Client Portal**.

▸ **Research:** Working in three domains (design clients, designers, vendors), interviewed users in person, on Zoom and through surveys. Gathered, organized, and presented research. Documented personas and findings.

▸ **Design:** Interaction design and Information Architecture for complex, form-based applications. Prototyped in Axure Pro and Sketch.

▸ **Development:** Wrote HTML and SASS for direct use in Go/Angular/TypeScript application. CSS architecture.

UX / UI ENGINEER   ACGI Software, Columbia MD (Office/Remote)   Jan 2016 - Aug 2018

Worked with CEO, Product Manager, Engineering Manager and various engineers and BA's on the following features for **Association Anywhere**, a proprietary Association Management (ASM) web application:

▸ **Event Creation Wizard:** User flows, visual designs and Oracle Apex templates using Material Design.

▸ **Data Visualization Dashboards:** Designed in Sketch, then prototyped using d3.js and c3.js libraries.

▸ **Social Login:** Analysis and user flows for integration of Facebook/Google/Apple logins into a public-facing system.

▸ **Personas:** Introduced personas to the SDLC for user-centered design.

▸ **Material Design:** Integrated of new design language into back-office.

▸ **Navigation:** Information Architecture and visual design of menu system for 1,400 navigational items, with search and breadcrumbs. Produced design for back-office application in Sketch, prototyped in HTML and CSS, and provided HTML and CSS for production.

▸ **Event Scheduler:** Designed, prototyped proof-of-concept, then wrote requirements for drag-and-drop interface.

USER INTERFACE DESIGNER   CSC, Windsor Mill MD   Jul 2015 - Jan 2016

Worked on a web portal for **CMS** (Centers for Medicare & Medicaid Services): Designed user flows and UI layouts in Axure RP 7. Prototyped in Axure RP 7. Created responsive HTML/CSS prototypes.

UX / UI ENGINEER   Regent Education (Remote)   Apr 2014 - Jun 2015

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

▸ **Research:** interviewed users; Gathered, organized, and presented statistics; Documented 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.

▸ **Development:** Created HTML/CSS prototypes for front-end developers; proof-of-concept HTML/CSS/ JavaScript prototypes of interface changes.

FRONT-END DEVELOPER (Consultant)   PBS, Arlington VA   Sep 2013 - Apr 2014

Front-end development of a mobile-first, responsive video site, using Django templates. HTML5, jQuery, Bootstrap 3, OOCSS, LESS and CSS3.

Employment

WEB DESIGNER   Erickson Living, Catonsville MD   Jan 2011 - Sep 2013

Designed web sites, banner ads, landing pages and marketing emails. Google Analytics reporting. Front-end development of sites, emails and landing pages in HTML5, CSS3 and jQuery.

- **Ericksonliving.com:** A year-long redesign project. Advocated device-independent, mobile-first development. Created typography and templates in HTML5 / CSS3. Mentored team members in mobile-first design and HTML5 / CSS3. Worked on Information Architecture (IA). Added jQuery for progressive enhancement. Designed tablet and mobile layouts. Optimized load times.

SENIOR WEB DESIGNER   Deluxe Checks / Custom Direct, Joppa MD   Jul 2009 – Jan 2011

Designed, built and maintained a check customization product in Adobe Fireworks and Adobe Flex.

FREELANCE WEB DESIGNER / DEVELOPER   Chester, UK and Baltimore MD   Oct 2008 – Jul 2009

INTERNET MANAGER   Chester.com, Chester, UK   Oct 2007 – Oct 2008

Built and maintained custom CMS in PHP, Postgres, XHTML, CSS and jQuery. Designed and created new features. Optimized for SEO. Administered Apache web servers.

INTERNET & IT MANAGER   Eclipse Creative, Chester, UK   Nov 2003 – Sep 2007

Performed requirements-gathering consultations and developed proposals. Managed vendor relationships. Supervised consultants and freelance staff. Planned and scheduled 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. Administered local OS X Server.

WEB DESIGNER (Contract)   Westwood Marketing, Chester, UK   Oct 2002 – Feb 2003

WEB DESIGNER (Contract)   Graham's Machinery Sales, Chester, UK   May 2002 - Jul 2002

INTERNET CO-ORDINATOR / WEB DEVELOPER   Trinity-Mirror Digital, Chester, UK   May 2000 - Dec 2001

WEB DESIGNER   Strawberry Fields Marketing, Prees Green, UK   Jan 2000 - Apr 2000

WEB DESIGNER / PC TECHNICIAN   NCS Micros, Chester, UK   Sep 1998 - Jan 2000

TRAINEE WEB DESIGNER   Computer International Services, Wrexham, UK   Sep 1997 - Jul 1998

Qualifications

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