

Ali Moore

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LinkedIn: [Ali_Moore_LinkedIn](#) | Portfolio:

I am interested in many mediums of creating and designing and I love to spot problems but then also love figuring out how to solve them. I have an innate desire to learn, create, and grow.

My experience over the years in multiple mediums I believe gives me an edge in the UX world because I consider every angle of design based on who my audience is.

My ideal client would be someone that's adventurous and forward thinking.

Technical Skills

Technical: HTML, CSS, GitHub, Bootstrap, JavaScript, JQuery

UX/UI Design Tools: Atomic Design, UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design, Storyboarding, User Flows, User Interviewing, Persona Creation, Usability Testing, Wireframing, Prototyping, FE Dev, User Journey Mapping, Surveys, Information Architecture, Card Sorting, Responsive Design

Projects

Reclamation Clubhouse Redesign

The aim of this project was to improve the experience for the members of Reclamation Clubhouse and future possible members. The existing website wasn't being used at the time of this project because it didn't suit the needs of the clubhouse, we changed this by adding key features and improvements in the information architecture.

- Skills | Technologies Used: Stakeholder Interviews, User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design,, Interaction Design, Prototyping, In-Person User Testing, Figma.

Department of Labor Redesign

The goal of this project was to redesign the Department of Labor website with a focus on the information architecture improvements as well as the mobile channel experience design.

- Skills | Technologies Used: User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design, Interaction Design, Prototyping, In-Person User Testing, User Journey Mapping, User Flows, Figma

Honest Eats App

This was a really fun project to work on! It allowed us as a group to be creative and really think outside the box. We designed a grocery shopping app that rates food products for you based on your dietary restrictions.

- Skills | Technologies Used: User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design, Interaction Design, Prototyping, In-Person User Testing, User Journey Mapping, User Flows, Figma

Work Experience

Missouri Star Quilt Co
Visual Merchandiser

August 2015-Present
Hamilton/Missouri

- Worked closely with the merchandising team to create promotional and seasonal floor sets
- Conceived and executed window displays from start to finish for seasonal and promotional displays
- Worked closely with the shop team members to make sure floor sets are done on time and to merchandising standards
- Purchased props and fixtures for merchandising purposes
- Collected and translated sales data to make informed decisions on future product displays
- Worked with construction crews and lead the charge on various projects including new shop concepts and designs
- Created the in store signage branding so that it's cohesive throughout all the shops and can be easily recreated by anyone new coming in

Awards

Missouri Star Quilt Co received the **Forbes Best Brick & Mortar Adoption of E-commerce** while I worked on the team back in 2017. We were a team of three people back then so it was a really big deal for us. You can check out the article in the link below.

[Forbes Main Street Awards](#)

Education

Certificate in UX/UI Design - University of Kansas - December 2023 - June 2024

High School Diploma - Penney High School- Graduated 2007