

# ARIELLE MOORE

UX/UI DESIGNER

## SKILLS

### Research

User Research & Analysis, Surveys, Heuristic Evaluation, Task Analysis, Competitive Analysis, Interviews, User Journeys, Persona, User Flows, Information Architecture

### Design

User Interface Design, Wireframes, Content Strategy, A/B Testing, Prototyping, Usability Testing, Visual Design, Brand Identity, Brand Experience Design, Style Guide, Design Management

### General

Friendly; likes working with others  
Average typing speed: 67 wpm  
Hard-working  
Self-motivated learner  
Team player

### Tools

Adobe XD  
Miro  
Figma  
Invision  
Photoshop

Basic CSS, HTML, Javascript

## EDUCATION

### University of Utah UX/UI Bootcamp

Aug 2020 - Feb 2021 | Salt Lake City

UX Design Part-time 24-week program  
Completed 300+ hours of coursework  
All work was done virtually, due to the pandemic

Certificate to be completed: Feb 2021

### University of Utah

May 2012 | Salt Lake City

B.A in Vocal Performance



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801.664.2298

## PROFILE

I love the details and am committed to being thorough and specific to create the best experience for users. I work well in a team setting & enjoy research, prototyping, and collaboration

## WORK EXPERIENCE

### Just Like Home Childcare / Owner

Aug 2015 - Sept 2020  
Salt Lake City, UT

- Being a new mother, I took an entrepreneurial chance on creating an in-home childcare business to raise my kids and still create an income
- Worked with parents to coordinate schedules and satisfy their preferences in regards to their child's care
- Organized daily activities for the kids and individual schedules for developing skills appropriate to each age group

### Pegus Research / Research & Data Interviewer

May 2012 - Aug 2013  
Salt Lake City, UT

- Conducted qualitative and quantitative research surveys for Pegus, mostly for IHC client
- Traveled to several areas in the U.S. to conduct specific research for various pharmaceutical clients
- Conducted ethnographic research to verify if the product being tested was user-friendly, simple, and clear

### Bohme Boutique / Sales Associate

Jun 2010 - May 2012  
Salt Lake City, UT

- Worked in a team setting to provide product expertise & sales guidance to customers
- Product arranging and store design
- Trained new employees

## DESIGN EXPERIENCE / Projects through Bootcamp

To see more, visit my portfolio: <https://ariellemooredesign.myportfolio.com>

### Rape Recovery Center / Website Redesign Project

Nov 2020 - Dec 2020  
Salt Lake City, UT

- Collaborated with a local Nonprofit based in helping survivors of rape and sexual assault
- Worked with 2 team members. Interviewed stakeholder to determine user pain points & goals
- Conducted research and created a low-high fidelity prototype and other deliverables to present to the client for the website redesign, for desktop and mobile

### Federal Trade Commission / Website Redesign Project

Oct 2020 - Nov 2020  
Salt Lake City, UT

- Project was a hypothetical collaboration with the FTC in redesigning their website for desktop and mobile. Worked with a partner through the process
- Went through design process - Research, Ideation, Prototyping & Testing

### Electric Nights / Mobile App Project

Sep 2020 - Oct 2020  
Salt Lake City, UT

- Worked with 2 other team members to create an app to help users plan a night out
- Went through design process - Research, Ideation, Prototyping & Testing

### Share Local / Mobile App Project

Aug 2020 - Sep 2020  
Salt Lake City, UT

- Worked with a partner to create a mobile app design for finding exclusively local businesses
- Went through design process - Research, Ideation, Prototyping & Testing