Derrick J. Moss

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Web Development | UI/UX Solutions | Internet Marketing | Multimedia Design
Passionate for bridging business requirements and user goals through innovative and captivating design.

Visionary designer/developer offering 10+ years of user-centered interface design for a wide variety of products and applications. Highly skilled in the concept, creation, and implementation of impactful web sites, screen designs, usability modeling and various creative materials. Well-versed in front-end development and web site transformation. Track record of meeting the most demanding project deadlines, communicating effectively with cross-functional teams, and unearthing creative solutions for all challenges. History of taking a hands-on approach when collaborating with clients to develop technology that bring creative concepts to life. Key skills include:

- Graphic & Interactive Design
- Search Engine Optimization (SEO)
- Information Architecture
- User Interface (UI) Design
- Content Management Systems
- User Experience (UX) Design
- Creative Direction

- Wireframes & Flow Charts
- Project Management
- Usability Standards & Testing
- Web Application Development
- Illustration / Vector Design
- Email Campaign Design/Code
- jQuery Manipulation UI/UX

- E-Commerce Applications
- Navigational Structures
- Mock-Up Development
- User & Trend Research
- Creative Direction
- Front-End Development
- Print Collateral

Technical Highlights

Adobe CC (Photoshop, Illustrator, InDesign, Dreamweaver, Flash Professional, Premiere, Acrobat/Distiller, Extension Manager, Media Endcoder, Fireworks, Bridge, Device Central), Microsoft Office (Word, Excel, PowerPoint), Visio, Eclipse, Balsamiq Mockups, Xcode, Parallels, Tortoise SVN, SVNX, Smart SVN, Virtual Box, HTML5, CSS3, AJAX, jQuery, JavaScript

Career Success

Senior UI/UX Engineer | AT&T Mobility | 2012 to Present: Design and develop Frontend UI/UX for the Sales Dashboard application (reaches 30k internal employees worldwide). In charge of UI/UX/HTML/CSS/JS to be handed over to pure Java Developers and Teradata DB for light weight Cloud based data driven transfer for real time interaction. In charge of brand standard and identity for entire internal Sales Dashboard team. Create icons and logos, to intranet site designs and enhanced wireframes for development purposes.

Senior UI/UX Engineer (Consultant) | Swift Exchange | 2012 to 2012: Responsible for designing and developing core app / website code (HTML5, CSS3, jQueryUI) for cutting edge promotional social media banking. Responsible for brand standards and identity for internal and online applications. Utilized Front End development in a JSF/Eclipse environment for Product Team vision with cross browser compatibility. Hone design standards into something greater according to User Testing and Usability Studies conducted by 3rd Party vendors for company.

Senior UI/UX Designer (Consultant) | Altisource | 2011 to 2011: Responsible for designing and developing UI/UX for the REALTrans and Asset Management online applications. Collaborated in the new design theme and brand style for an updated web presence and online experience for Altisource consumers. Worked with Senior Product Manager, Project Managers, BA's, and Web Development Team to deliver enhanced usability within a visual solution for the new interface. Utilized new functionality within HTML5, CSS3, and ExtJS to accomplish cutting edge interaction with the user.

GUI Developer (Consultant) | Delta | 2011 to 2011: Developed Polaris Loyalty Tower apps such as Login, Account Maintenance, Profile, Sky Club and Purchasing utilizing HTML/CSS/jQuery/JavaScript/JSP pages through Clearcase/RAD and Adobe Day. Created from Razorfish's wireframes and comps, the Delta brand standards for page integration with Java Dev. Managed onsite and offshore GUI Developer teams and structured the technical specifications and guidelines.

CXT Designer (Consultant) | AT&T | 2010 to 2011: Matched exact brand standards while creating templates for a major UI/UX brand integration. Developed an online chat wizard interface and worked with HTML/CSS/jQuery. Produced a creative landing experience on Mobile Windows Phone7 for Web Engineers.

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Career Success Continued:

Multimedia Designer / Developer (Consultant) | Kaplan | 2010 to 2011: Designed Web 2.0 site, utilized CMS to update existing code, and developed HTML/CSS/jQuery. Significantly improved user experience; enhanced layout, design, and function by tweaking the interaction of proprietary software UI. Created distinctive brand identity, print collateral, and online marketing materials for a new company branch. Developed compelling walk-through tradeshow booth experience. Cleaned up HTML to function in popular email programs.

Creative Web Developer | PGI (Premiere Global Services, Inc.) | 2008 to 2010: Continually improved online sales and exposure by developing high-impact web sites, landing pages, email campaigns, and interactive media. Designed a wide variety of assets such as templates, images, logos, video, audio clips, illustrations, icons, and email graphics. Assisted in social networking campaigns. Supervised contractor/employee resources and ensured full compliance to W3C code standards. Drafted mock-ups and translated approved designs into Web2.0 standards for multiple browser stability. Effectively managed concept-to-implementation project lifecycles.

- Skillfully re-branded and designed online properties that generated $20+ million in annual revenue.
- Increased conversions 4.9% and achieved annual ROI of $250,000 by utilizing IA best practices for all landing page and shopping cart experiences. Significantly reduced bounce rates and abandonment rates.
- Garnered up to $125,000 a month in display and PPC traffic by generating exciting concepts and landing pages.
- Significantly improved production and turnover for scheduled builds and SVN pushes.

Creative Director / Project Manager | imedia8 | 2004 to 2008: Created powerful web sites, graphics, and multimedia presentations while expertly utilizing UX friendly concepts. Provided SEO; improved keyword content, titles, meta tags, and links. Designed wireframes, sitemaps, and mock-ups for client approval. Led and motivated team of creative and IT professionals to peak levels of performance.

- Exceeded client expectations and enhanced the performance of diverse sites by building custom CMS templates with SEO and Google WebMaster tools.
- Boosted client relations and business retention by completing all projects on time.

Graphic, Web & Multimedia Designer (Contracted) | AQUENT Marketing and Creative Services | 2003 to 2004: Developed concepts, layouts, and designs used in catalogs, emails, websites, posters, signs, and tradeshow/training materials. Edited images for print and digital media; skillfully cropped, resized, manipulated, enhanced, and color corrected images. Prepared print design work for output.

Graphic Designer | Aegon Special Markets Group | 2000 to 2003: Designed advertisements, tradeshow displays, direct mail, and internal/external websites. Updated department equipment/software; maintained current technology for Mac workstations, dedicated server/backup, and Fiery print servers. Quickly troubleshot any department issues Performed digital imaging and scanning. Utilized large format, high-end, and vendor printing.

- Eliminated travel for training coordinators by developing multimedia training concepts.

Freelance Experience

Freelance Creative Multimedia Web Designer / Developer | DArtiste Studios | 2003 to Present: Design web sites, online layouts, Flash banners, multimedia presentations, and e-commerce interfaces. Develop compelling printed marketing materials such as brochures, post cards, and stationery. Effectively promote diverse businesses by devising attention-getting advertisements, in-store graphics, and page inserts. Continually grow business with word-of-mouth advertising; leverage a sterling reputation for doing whatever it takes to deliver superior products and design concepts to all clients.

Credentials

Bachelor's Degree in Applied Arts; Advertising Minor | The University of Alabama, Tuscaloosa AL

Certificates: Troubleshooting for Macintosh, Fast Track to Flash, Photoshop User, Director Training and Concept, Spelling and Proofreading, Flash AS, Advanced Flash AS3, Flash CS Professional, Building SEO Friendly Sites, Professional Tools for Character Animation