

UX Design Research Analysis Strategy

Emily Moore

Comprehensive Work History:
linkedin.com/in/epmoore



EMILY MOORE

UX Researcher, Analyst, Strategist

OVERVIEW

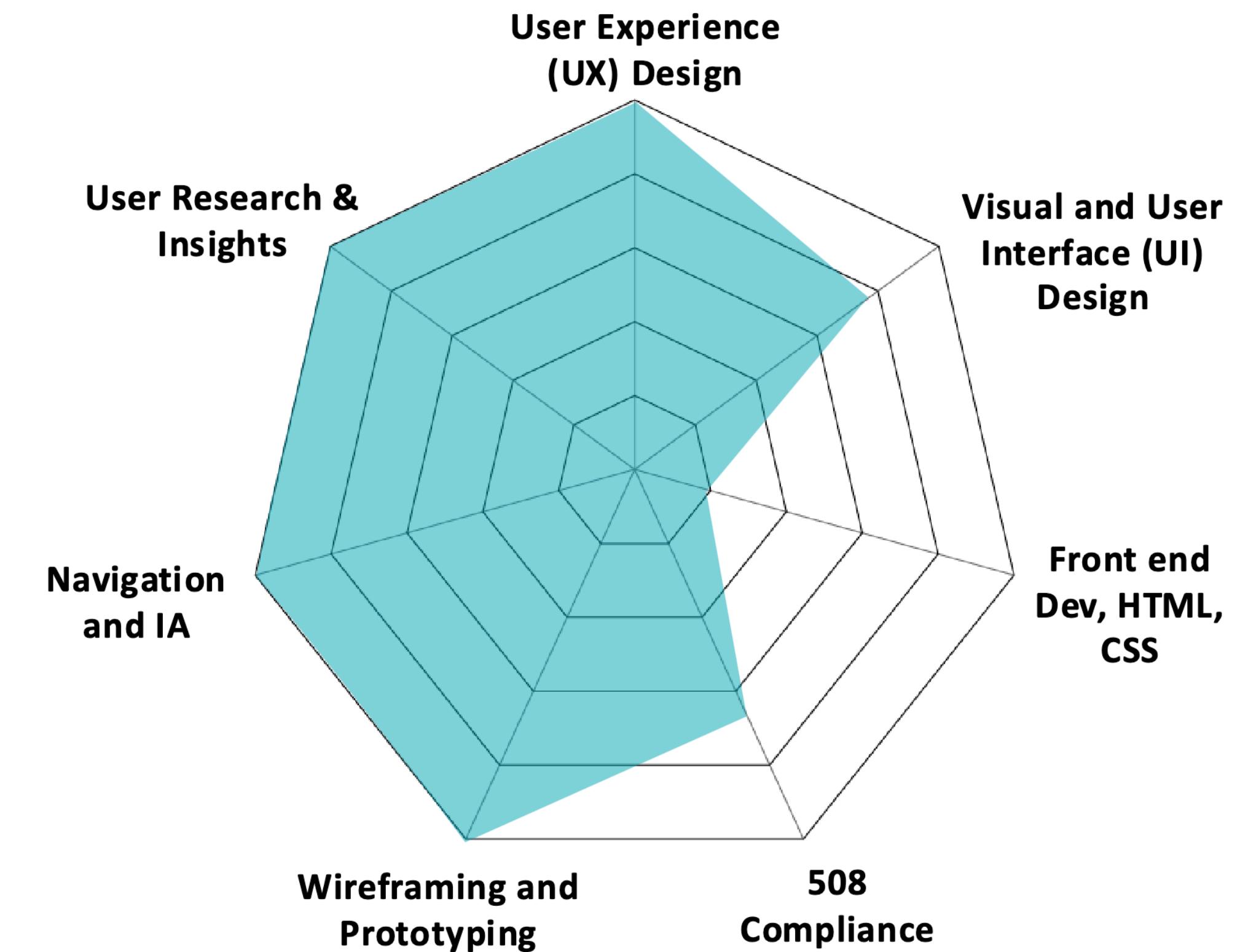
Sr. UX Researcher, Analyst, and Strategist able to create unique digital products that align business value with thoughtful, user-centered design.

CAPABILITIES

UX research and design, usability testing, data analysis, wireframing, prototyping. User flows, site navigation, and content strategy.

CLEARANCE

Public Trust



U.S. National Science Foundation

UX RESEARCH AND DESIGN



Company Booz Allen > NSF

Role UX Analyst

Length 2022 – 2025 (3yrs)

Summary I served as a UX professional working on the Proposal Submission System, a platform for users to create, submit, and track grant approvals with NSF.

Research is the core of my designs. I'm comfortable conducting 1:1 in-person and moderated remote testing. I use a range of tools to define, test and improve screens, flows, and site information architectures.

The NSF and UX design teams created an Agile workflow. The process incorporates review cycles, adds visibility to the process, and ensures work is completed in advance of development.

A screenshot of a web browser window titled "Citrix Viewer" showing the "Research.GOV ONLINE GRANTS MANAGEMENT FOR THE NSF COMMUNITY" website. The main content is a proposal page for "Proposal - 7654". The proposal title is "Advanced Educational Topics in Technology" and the funding opportunity is "PD 21-128Y - Engineering of Biomedical Systems". The proposal is categorized under "Biological Sciences (BIO) - Environmental Biology (DEB), Thermal Transport Processes". The proposal type is "Center" and the submission type is "Full Proposal". The collaborative type is "Not collaborative". The due date is "11/04/2021" and the date type is "Window". On the left, there's a "Proposal Actions" sidebar with options like "Share Proposal with SPO/AOR", "Manage Personnel and Subaward Organizations", "Print Proposal", and "Delete Proposal". On the right, there's a table titled "Proposal Sections" with columns for "Last Updated" and "Compliance Status [Key]". The sections listed are "Cover Sheet" (Form not checked), "Project Summary" (Document unavailable for check), "Project Description" (Document unavailable for check), "References Cited" (Document unavailable for check), "Budget(s)" (Form not checked), "Budget Justification(s)" (Document unavailable for check), "Facilities, Equipment, and Other Resources" (Document unavailable for check), "Senior Personnel Documents" (Document unavailable for check), "Data Management Plan" (Document unavailable for check), and "Project Data Form" (Form not checked). At the bottom, a banner says "Usability testing in progress".

Proposal - 7654

Proposal Title: Advanced Educational Topics in Technology [Edit](#)

Funding Opportunity: PD 21-128Y [Edit](#) - Engineering of Biomedical Systems

Where to Apply: Biological Sciences (BIO) - Environmental Biology (DEB), Thermal Transport Processes

Proposal Type: Center

Submission Type: Full Proposal

Collaborative Type: Not collaborative

Due Date: 11/04/2021
[Date type: Window](#)

Proposal Sections	Last Updated	Compliance Status [Key]
Required		
Cover Sheet		Form not checked
Project Summary		Document unavailable for check
Project Description		Document unavailable for check
References Cited		Document unavailable for check
Budget(s)		Form not checked
Budget Justification(s)		Document unavailable for check
Facilities, Equipment, and Other Resources		Document unavailable for check
Senior Personnel Documents		Document unavailable for check
Data Management Plan		Document unavailable for check
Project Data Form		Form not checked

Usability testing in progress

Texas Legislative Council

UX RESEARCH AND DESIGN

Company TLC

Role UX Designer & Project Manager

Length 2017 – 2021 (4yrs)

Summary

I served as a UX researcher and designer on the redesign of the public-facing TLC and Texas state redistricting sites. The projects focused on launching minimum viable product (MVP) versions of those pages, along with accompanying site architecture.

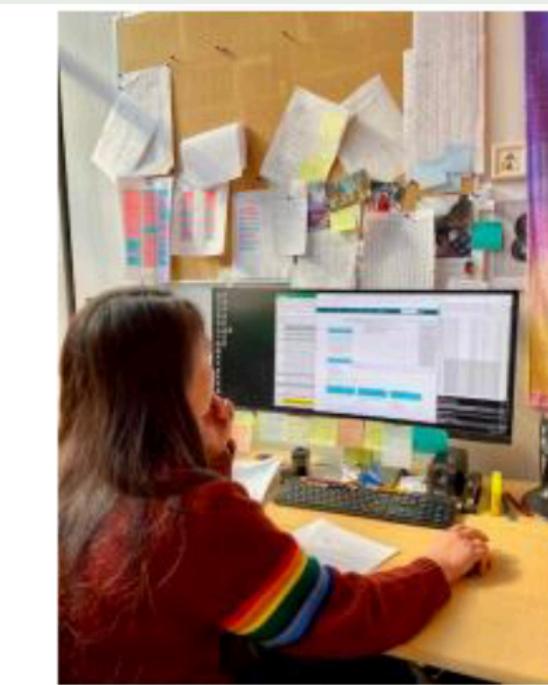
These new pages and information architecture were created to better account for users' cognitive load, as well as their mental models regarding how and where to find information.



Heuristic Evaluation of the "Old" Redistricting site

- Aesthetic & Minimalist Heuristic**
 1. 3 differently-labeled links point to the same content
 2. Historical materials scattered across page
 3. Links lead to same content, but labeled differently and with varying detail
 4. "Fluff" links; no relevance to Texas Redistricting
 5. Empty box serves no purpose

- Consistency & Standards Heuristic**
 1. Site logo and agency name seem in competition; confusing for hierarchy
 2. Why are these header and footer links?: confusing for hierarchy
 3. Never seen info. come below footer
 4. Site is un-responsive



Usability testing with TLC employees as participants

U.S. Food and Drug Administration

UX RESEARCH



Company Booz Allen > FDA

Role UX Researcher

Length 2021 (6mos)

Summary I served as the primary UX researcher on the design of an application that managed the submissions for radiological devices in the health market. The project focused on discovery of user needs.

Results from interviewing over a dozen users corrected long-standing assumptions about a key user group. Designs were streamlined, simplifying development and saving considerable time.

"I don't need to track the progress of other submissions. My role is to ensure my own work meets the requirements. The 'Coordinator View' seems redundant to me."

- Device Manufacturing Manager

U.S. National Institutes of Health

UX DESIGN



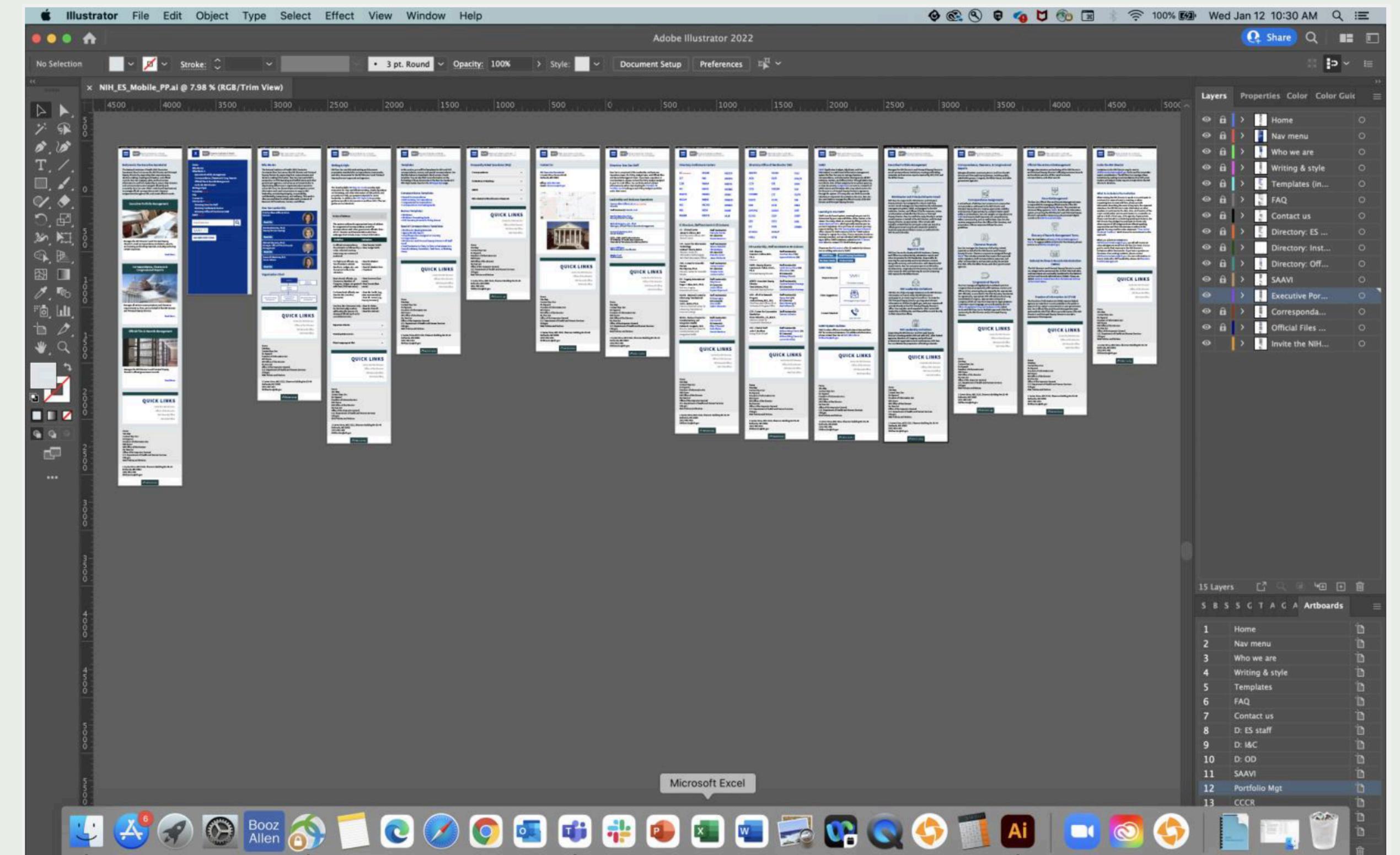
Company Booz Allen > NIH

Role UX Designer

Length 2022 (6wks)

Summary I served as the primary UX designer on the redesign of the official site for the NIH Office of the Executive Secretariat. The project focused on reaching compliance with accessibility standards for U.S. Federal Govt. digital resources.

These new pages improved readability, cohesion, and introduced visual support for text content.



Mobile screen design in Adobe Illustrator