JAMES MOFFET

Senior UX Designer

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SUMMARY: I'm a UX designer, team leader and entrepreneur with 10 years experience, including 5 years hacking bureaucracy to design data systems in a large, mission-driven organization (SEIU '09-'14). I re-entered academia in 2015, teaching design as a Fulbrighter and honing UX theory, data science and policy skills at the Harvard Graduate School of Design, MIT Media Lab and Kennedy School of Government.

TECHNICAL SKILLS & TOOLS: **6+ YEARS:** User-Centered and Iterative Design Research Methods, Strategic Planning for Data Systems Integration, Team Management/Leadership, Public Speaking & Presentation, Build vs. Buy, Process Design, Agile Product Development, Qualitative/Quantitative Usability Testing, Interview Coding, Accessibility Evaluation, Html/CSS, Multiple .js Frameworks, Python, R, C, Java, SQL, Sketch, Adobe Suite, Final Cut Pro, Github

3-6 YEARS: AWS/Google Cloud Instance Management, Release Planning, Behavior/Acceptance Driven Development, User Recruitment, Survey Design, Journey Mapping, Analytics Review, Task Analysis, Kanban Board Management, Heroku, Rails, Node, Flask, D3js, Sketch, Google Analytics, Selenium, Web Scraping

1-3 YEARS: Machine Learning (Tensorflow, Sklearn), Ruby, ElasticSearch, IBM Watson API, React.js, React Native, Balsamiq, UXPin, Invision, Figma, Tweetdeck, UXCam, Instapage and Unbounce (A/B testing)

PROFESSIONAL EXPERIENCE: **Director of User Experience & Employee #1**, Outvote.io
Cambridge, MA
08/2017 - Present, Full-time
Outvote is a 5-employee startup with 10 enterprise clients demonstrating the value and scalability of peer-to-peer campaigning using SMS and AI

- Founded civic tech startup COMM!T, acquired by OutVote.io in 2017
- Directing an agile team of 5 freelance designers, coders and researchers, conducting user research, committing front and back-end code, building and presenting pitch decks to investors, designing sales and product demo strategies

UX Design Consultant, MA Dept. Human Services, MIT, City of Boston
Cambridge, MA
08/2014 - Present, Full-time, Part-time and Contract
UX design and research management for government and university clients

- City of Boston: Currently consulting as a UX manager under Nick Sinai at Kennedy School of Government on a redesign of Boston's FOIA request experience. I work closely with the product manager to delegate user research and prototype design tasks across our team of 5 researchers, designers, devs and policy analysts.
- MIT Community Innovators Lab: Led a team of 12 researchers, designers and developers. Conducted field and remote user research on 1,200 grassroots

democratic organizing groups across the country. Designed, developed and deployed (4 week sprint) a collaborative mapping tool to help related groups discover each other and connect.
- MA Dept. Human Services: In collaboration with GoInvo, consulted on the web redesign of the MA SNAP application, designing user-testing schemes for use with applicant-advocacy organizations.

Fulbright Fellow and Design Lecturer, **US State Department**
Budapest, HU
07/2015 - 08/2016, Full-time
Lecturer and researcher in design, public policy and civic engagement at the Center for Media, Data and Society at Central European University

- Founded OpenLab Public Design Lab, a space for coaching and mentoring city service prototyping in collaboration with FabLab Budapest, Central European University and Milestone Academy
- Big Data for Social Good Keynote Talk, HVG Konferencia, Budapest, 11-2015
- Public Design Labs Lectures, Central European University, Budapest, 10-2015 to 06-2016

[Gap year spent at Columbia Graduate School of Architecture and Planning, New York Paris Architecture/Urbanism Program, see "Certificates" below]

Senior UX and Product Manager, **SEIU**
Portland, OR and Denver, CO
09-2009 - 07-2014, Full-time
Built a user-centered design and engineering team from the ground up, replaced 20-plus-yr-old software products handling all critical financial and constituent data for 10% net revenue gain

- Built a user-centered design and engineering team from the ground up (2-5 people, depending on project phase), conducted user research, specified feature and interface design, managed modular product roll-out
- Performed both UX and product management roles for core data system build, ultimately delivering an on-time (18 mo.), on-budget (65k) software product handling all critical financial and constituent data, 5M in revenue, facing 20 internal users and 50 internal and external business partners, increasing net revenue by 10% while decreasing member dues billing complaints by 90%
- Bootstrapped from original analyst position into ownership of data product strategy, both procurement and in-house design and development
- Brought an organization with 20-yr-old legacy data systems into the 21st century
- Performed full-spec build/buy design review, evaluated commercial vendor demos
- Quickly reduced billing error-rate from ~20% to <5% and recouped over 5% net revenue (first 90 days) through iterative, user-outcome-focused process redesign
- Reduced call center volume by 50% in first 90 days and 90% over entire tenure
- Cultivated advocates for systemic change among leadership, including evangelizing agile development and modular contracting
- Deployed in-house systems built for other locals as a consultant
- Hired and trained staff to carry on user-focus and agile methods after my departure

EDUCATION: Master of Design Studies in Technology, **Harvard Graduate School of Design**
Cambridge, MA
Enrolled 08/2016, Diploma Expected 05/2018
A two-year post-professional masters program with cross-enrollment in MIT Media Lab, Harvard School of Engineering Arts and Sciences and Kennedy School of Government

B.S. Computer Science, **Depaul University**
Chicago, IL
Enrolled 08/2001, Diploma Received 05/2005
B.S. in Computer Science with a focus on computational geometry

VOLUNTEER WORK: Executive Secretary of Urban Revitalization Non Profit, Depave, 2012-2014
Founding Member of Design Museum Boston, 2011

AWARDS: Fulbright Fellowship 2015-2016, Budapest, Hungary
Columbia U. GSAPP End of Year Show, 2015

PUBLIC SPEAKING: Big Data for Social Good, HVG Smart Data Konferencia, Budapest, 11/2015
Public Design Labs, Central European University, Budapest, 06/2016
Democracy Action Mapping, MIT Community Innovators Lab, 01/2017
The Power of Suggestion, Designing with/against Algorithms, Harvard, 01/2018

CERTIFICATIONS: Columbia Graduate School of Architecture and Planning, NYP Studio, 06/2015

AFFILIATIONS: Member, Harvard Design Research Forum, 2016-Present
SIGCHI International Human-Computer Interaction Group, 2016-Present
Founding Member, Harvard Human-Computer Interaction Club, 2017-Present
State Department Exchange Alumni, 2016-Present
Organization of SEIU Data Professionals, 2010-2015

LANGUAGE SKILLS: Spanish, intermediate speaking and writing, advanced reading
Hungarian, Novice speaking, reading and writing