

Philip Moak

UX/UI Designer

📍 Los Angeles, CA

📞 +1 7206292001

✉ pmoakdesign@gmail.com

🌐 www.philipmoak.com

EXPERTISE

UI Design

UX Design

Front End Development

Wireframing and Prototyping

User Research

User Testing

Personas

Competitive Analysis

Usability Analysis

Style Guides

Strategic Thinking

TOOLS

Sketch

Adobe XD

Adobe Photoshop

Figma

Pixelmator

EDUCATION

UI Design Certification

CareerFoundry | Los Angeles
Jan 2022 - Jun 2022

Cosmetology License

Aveda Institute | Los Angeles
Sep 2012 - Jul 2013

BA Film Studies

University of Colorado | Boulder
Sep 2005 - Aug 2008

SUMMARY

UX/UI Designer with background in customer service. Experienced in developing UX/UI projects from research to high-fidelity prototypes. Skilled at identifying underlying problems and creating usercentered solutions from the words, expressions, and behaviors of customers with strong empathy and insight. Fast learner and a clear communicator capable of working with a variety of team members.

UX/UI PROJECTS

Benji / Financial Savings App

CareerFoundry Case Study

April 2022

Los Angeles

- Applied the user-centered design process and mobile-first approach and created a responsive web app to help users save money for big purchases in a certain amount of time.
- Defined user needs and goals through user interviews and surveys, and developed user stories and user flows accordingly.
- Designed 14 high-fidelity screens, multiple prototype iterations and a style guide through various rounds of usability and preference tests.

Wander / Location-Based Travel App

CareerFoundry Case Study

March 2022

Los Angeles

- Created a location-based responsive web app that safely matches solo travelers with each other based on relevant interests and criteria.
- Conducted exploratory research including competitive analysis, user interviews, and surveys to gather data and develop personas and user flows.
- Used the efficient method of sketching to create wireframes and prototypes, conducted usability tests, and performed quick design

Slickwear / Vintage Resell App

CareerFoundry Case Study

February 2022

Los Angeles

- Created a vintage clothing app for users who want to buy and sell their clothing online.
- Developed functionalities that allow the user to create a profile, upload items to sell, and leave reviews for other sellers.

WORK EXPERIENCE

Master Stylist

Rudy's Barbershop

February 2012 - January 2020

Los Angeles

- Applied knowledge of color theory and haircutting technique to service 250+ guests.
- Mastered time management the ability to multi-task and handle a fast-paced work environment.