

Scott Macioce

## Module 5.2 Assignment

bioSite: Ideas, Sketches, and Inspiration

### Interview Questions:

1. What first got you interested in hiking, camping, or outdoor travel?
  - a. Obviously the scenic nature of being outdoors but also the freedom I felt traveling, whether it was hiking, camping or just all around travel.
2. You've visited some amazing national parks—do you have a favorite experience or memory from one of them?
  - a. I think visiting Joshua Tree would have to be my favorite experience. Where it is located, it may seem like it is barren landscape but seeing the Joshua Trees and seeing how open the sky is during day and night time is absolutely beautiful.
3. How do you usually plan your road trips? Are they spontaneous adventures or well-researched routes?
  - a. Most of my road trips are spontaneous. I think of where I haven't been, if it's manageable and I go. The road trip is part of the journey so I do try to maximize everything I see and visit and pair that to the destination.
4. What draws you to places like Glacier, Arches, or Cuyahoga? Is it the landscapes, solitude, challenge, or something else?
  - a. A good part of that is the landscapes but the solitude is really what I crave. Feeling closer to nature and earth is really what drives the want to go to these places.
5. You've visited parks from the East Coast to the West—how has your perspective on nature or travel changed through these experiences?
  - a. It would have to be the people. While my trips are focused on seeing these parks and different environments, I think seeing the change in how people act from one side of the country to another is something that is impressive to see.
6. Do you have a favorite trail, scenic viewpoint, or hidden gem from one of your park visits?
  - a. All of them but if I had to choose Glacier National Park has some really pretty views and I'd definitely go back. Being from Ohio, we have some nice parks

and hiking trails but it's different as soon as you start to travel and see the world from a different perspective.

7. How does finding a great cup of coffee fit into your travel routine—do you have a favorite local shop or memorable experience?
  - a. I don't have a favorite shop but I think a great cup of coffee is part of the experience when you travel. It is one of those things where, once you're settled in wherever you are, you look forward to. It starts the day.
8. Are there any outdoor goals you're working toward—like visiting all the national parks, backpacking a major trail, or something else?
  - a. I'd like to visit more national parks, this time incorporating my family into them.
9. What advice would you give to someone who's never camped or visited a national park before?
  - a. Do it. I wouldn't say it's a life-changing experience but it does have an effect on how you start to perceive and appreciate life. It's freeing in a sense. One where you can sort of let go of those day-to-day responsibilities and just be.
10. If you could go back to one of the parks you've already visited, which would it be and why?
  - a. That's a hard one. I would have to say Arches National Park, right there in Utah. Mainly because I was pregnant for the first time then. While I couldn't do everything I wish I got to do, being there and embracing the views knowing I'm about to be a mother is something I find really special. So, I would most definitely go back but this time with my daughter and my family.

#### Bio:

Ashley Moore is a 27-year-old adventure-seeker, music enthusiast, and proud mother of two—with a third on the way this September. A firm believer in living life fully and authentically, Ashley balances the joy of raising a family with her passion for the outdoors and the arts. Whether she's loading the car for a spontaneous road trip or strapping her youngest into a hiking carrier, she finds ways to blend exploration with motherhood.

Ashley has visited some of the most awe-inspiring national parks in the U.S., including Glacier, Shenandoah, Arches, and Cuyahoga Valley. Her love of hiking, camping, and kayaking is matched by her mission to introduce her kids to the same sense of wonder and freedom she finds in nature. From pitching tents under the stars to sipping coffee from a local café before hitting the trails, her adventures are both grounded and spontaneous.

Outside of the wilderness, Ashley has a deep love for music—especially indie and country. Her playlist is filled with artists like Mt. Joy, The Lumineers, and Zach Bryan, and she has attended countless concerts over the years. These shared experiences, whether under a concert stage glow or beneath a mountain sunrise, form the tapestry of memories she cherishes most.

Ashley’s story is one of balance. One the consists of motherhood and personal passion, between comfort and curiosity. She inspires those around her to find beauty in the journey, stay grounded in joy, and never pass up a good cup of coffee on the road.

#### Front-end Style Guide:

Color Palette – Primary color to be Forest Green (#2E5339) with a secondary color of desert orange (#CC5500) and an accent color of sky blue (#87BFFF). A background color of cream white ( #FFF8F0) and a body text of charcoal gray (#333333).

Pictures:

Hobbies –





Goals –





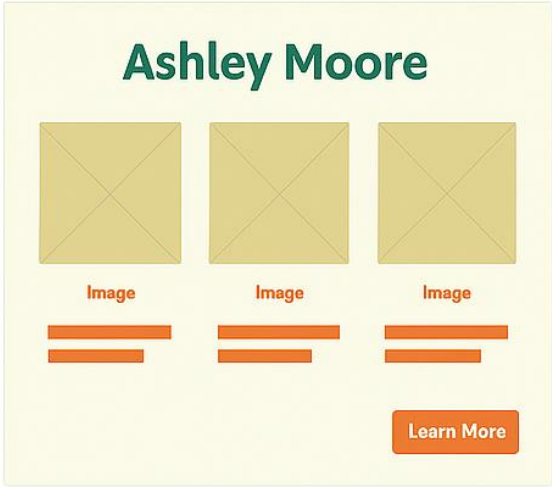


Portrait -



Wireframe –

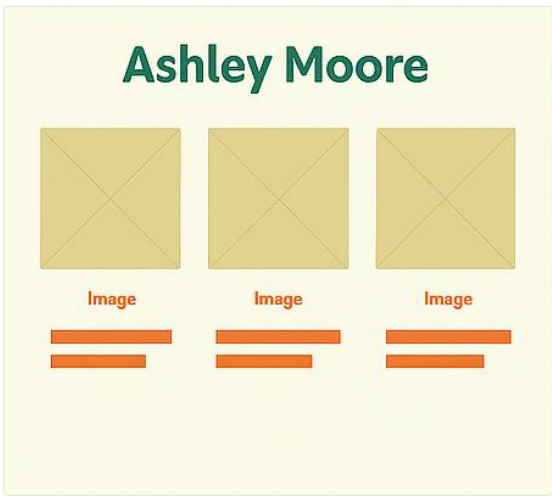
Home



About



Hobbies



Bio

