

# Hannah Moore

Senior UX and UI Designer

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## Professional Summary

Seasoned UX Designer providing dynamic and strategic solutions to the human pains of new technology. Driven by curiosity and compassion, I take a pragmatic approach to user needs and incorporate diverse perspectives to further UX accessibility.

## EXPERIENCE

### UFCU, Contract Sr. UX Designer September 2023 - March 2024

- Converted over 161 Figma files in mobile design libraries to a new design system.
- Built a comprehensive testing script for the user journey of fully financing a vehicle through an omnichannel experience, conducted 15 user tests & synthesized the data.
- Conducted contextual research through on-site interviews with 3 managers, 8 staff members, & 12 customers about platform migration issues & user adoption.
- Designed feature release transition templates for 25 branch locations across Texas.

### Self-Employed, Freelance, UX Designer September 2017 - Present

- **Austin Child-care Connection:** Formulated a product design strategy to transform customer acquisition & redesigned the landing page to speak to user personas. - 2023
- **University of Texas:** Identified a practical solution, saving \$3000+ for a gender studies research team to present their findings to an audience months before schedule. - 2023
- **Encompass:** Designed the founding concept, visual design & branding mockups. - 2022
- **Xplosion:** Altered the application's user flow to reflect user needs in real-life situations.-2017

### Dell, UX Researcher & Product Designer March 2018 - November 2022

- Revolutionized B2B reporting with Power BI by pioneering user-centered design principles, with Heretics Evaluations & User Research setting the standard for driving productivity gains, & allowing for departmental downsizing by 60%.
- Reduced the number of KPIs, tracked down from 94 to 13 by using user interviews & surveys to understand what was important to our user base.
- Elevated user access to data by user-testing the reports created; the result was an increase in the average usability approval rating from 4/10 to 8/10.
- Taught sessions on applying design thinking for project management & cross-disciplinary leaders, increasing cross-department collaboration.
- Created templates for the Service Design Team, standardizing visual design and presentation structure amongst collaborators to reduce & streamline workflow.

### Multiple Companies, Client Management & Customer Service June 2007 - Dec 2017

- Formulated event plans, & cultivated customer relationships, resulting in a 5-year-high SLA productivity with a 25% boost in effective customer relationships.
- Crafted custom reports, saving the company over \$15,000 in junk fees.

## SKILLS

### Design

- **UX Research:** Creating Surveys, User Interviews, Contextual, Qualitative & Quantitative Research methods
- UX Accessibility
- Usability Testing & Iteration
- Agile Methodologies
- Creating & Updating Design Systems
- Prototypes, Wireframes & Mockups
- Cross-functional Collaboration with Engineers & Product Managers
- Interaction Design
- Data Visualization & Reporting
- Strategic Design Thinking
- Focus Groups

### Software

- Figma/FigJam
- Adobe XD
- Jira & Trello
- Mural
- Invision
- LeanKit

## EDUCATION

### General Assembly, Visual Design Course - 2022

- Keys to Production-Ready Digital Designs in Figma.

### Edward Tufte, Data Visualization Design Course - 2022

- Presenting Data and Information

### Big Design Conference 2019 - 2019

- "Leading and facilitating design workshops" - *Taught by J Shuh*

### General Assembly, User Experience Design Immersive Bootcamp - 2017

- A 10-week full-time immersive program focused on Design Process, User Research, Interaction Design, & Deployment.

## AFFILIATIONS & VOLUNTEER

### Affiliations

- UX in ATX
- Austin Tech Alliance
- Women Who Tech
- Tech Women
- Lady Bird Talent Development Incubator

### Volunteer

- **Queer Design Club** - Volunteered to organize digital meetups to promote community involvement and growth.
- **Dell Hackathons** - Coached teams on innovative solutions to drive recruitment of fresh talent.