

SANDRA K MOORE

USER EXPERIENCE AND CONTENT DESIGN

ABOUT

A unique blend of technical and creative abilities enables me to work in various roles for both large and small software companies. Using a variety of industry-standard design software, I've designed applications for health and fitness clubs, the oil and gas industry, online bill payment systems, and developer portals for software development kits. My business acumen has proven useful in working with product managers, while my ability to learn technical details quickly supports my work alongside software developers, quality assurance teams, and customer support.

EXPERIENCE

- 2011 - Current FISERV
User Experience Designer, Sr; Electronic Payments
- Currently lead designer for portals with bill pay and disbursement capabilities, working in an Agile environment. Also responsible for mentoring staff designers located in India.
- Currently leading a small team on an internal project to ensure consistency and quality of design deliverables across several products and designers.
- Led design customization of a standard product for a Fortune 100 client, ensuring client needs were met while maintaining integrity of the base product. Received multiple internal awards and recognition.
- Led a series of user behavior studies to create next generation concepts for a feature that had seen diminished usage. Usage increased by 28% after recommendations were implemented.
- 2007 - 2011 Product Manager; Club Solutions
- Led focus groups to:
- understand business needs, user context, and tasks.
 - validate design iterations and workflows.
 - evaluate post-deployment design performance in the field.
- Created user personas based on field interviews, user observation, and industry knowledge.
- Developed business requirements and functional specifications.
- Developed marketing collateral, wrote feature/benefit analyses, and created buyer personas and other tools to assist Sales in positioning the product in a diverse marketplace.

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EDUCATION

- MA English
University of Houston
- BA Humanities
University of TN - Chattanooga

SKILLS

- Empathy
Collaboration and Facilitation
Interaction Design
Mobile Design
User Research
Prototyping
Journey Mapping
Persona Development
Task Analysis
Client Presentations

REFERENCES

Available upon request.

EXPERIENCE, CONTINUED

2006 -
2007

CHECKFREE CORPORATION
Technical Communicator; Health & Fitness unit

Led a technical communication team to develop user-oriented online help system for a health and fitness industry application.

Wrote training documents, technical administration guides, and release notes.

2002 -
2006

NEARHAVEN SYSTEM SERVICES
Principal

Designed, developed, and maintained small business web sites using HTML, CSS, and PHP.

Wrote web-based business content and collateral.

2000 -
2002

ZEH SOFTWARE
Product Brand Manager

Wrote and edited marketing materials; created marketing plans; conducted product seminars at industry trade shows.

1997 -
2000

Product Manager

Led marketing, design, and customer outreach for multiple products; initiated beta programs with customers; created roadmaps and business cases for new products.

Invented and led the first web-based product for the company.

1990 -
1997

Technical Communicator

Wrote administration and user guides for 50+ products.

Led user experience design when products moved from command line to desktop application interfaces.

TOOLS

Axure
Sketch
Balsamiq
Morae (user study recording/analysis)
SnagIt
Adobe CC
VersionOne (Agile)
Microsoft Office, PowerPoint, Visio
WordPress administration
Cpanel / WHM (server management)