

Anita Moore

UX/UI & Graphic Designer

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(918) 269-0087

Education

Bachelor's in Business Management
University of Phoenix - 2002

Professional Diploma – UX Design
UX Design Institute - 2021

Skills

Usability Testing, Focus Groups, Note Taking, Surveys, A/B Testing, User & Stakeholder Interviews, Card Sorting, Prototyping, Affinity Diagrams, Wireframes, Mockups, Video Rendering, Print Graphics, Web Graphics

Software & Programming

Photoshop, Illustrator, After Effects, Adobe XD, In Design, Figma, FrameMaker, Just In Mind, Slack, Miro, Zoom, UXPressia, CSS, HTML, SQL, SQL Server Management Studio, SQLite Studio, Microsoft Office User Specialist.

Awards

Awarded by AuthorsDB for cover art design

- 2019 - Bronze Medal, *The Red Hand*
- 2018 - Bronze Medal, *A Game Called Dead*
- 2017 - Gold Medal, *The Weight of Living*

References provided upon request

Experience

Senior UX Designer • Collinear Group

2022 - Present

Designed, wireframes, and low-fidelity prototypes for software applications on a contractual basis for Boeing Aeronautics. Worked closely with the Project Owner and application developers to produce intuitive applications for Boeing management.

Projects: Digital Publishing System and, Total Product Management System

UX/UI Designer & Applications Developer • NORDAM

2018 - Present

Designed and prototyped NorTech, an application and web interface for accessing Nordam's technical documentation. This system was designed to allow stakeholders on the shop floor and customers in the field the ability to access technical documentation easily via their tablets, phones, and computers. Duties included stakeholder interviews, researching competitors/benchmarking, developing process flows, collaborating with developers, and performing user testing as the product iterated. UX/UI concepts were applied to improve the user experience as they navigated through complicated technical documentation to ensure an easy and satisfying user experience.

Co-Founder & Lead Designer • The Book Review XChange

October 2019 – Present, Remote

Collaborated with the CEO, application developer and various external users to develop a product vision and strategy. Conceptualized and designed the branding for this startup and conducted user interviews to identify pain points and strengths for users among competitors in the field using various UX research methods. Laid out process flows, created low and medium-fidelity prototypes to communicate ideas to management, and provided hand-off documentation in the form of wireframes and prototypes for development of the high-fidelity prototype and final product.

UX Designer & Graphic Artist • Cyber Bytz

January 2010 – Present, Remote

This is my freelance business where I apply my UX/UI and graphic design expertise in the production of applications, technical publications, marketing collateral, graphics, trailers, sound tracks, book layouts (digital and print), and optimized user experiences via various quantitative and qualitative research and design techniques and graphics/illustration skills.

UX Designer & Graphic Designer • Imzadi Publishing, LLC

March 2010 – Present, Remote

Conceptualized original cover art, wrote copy for book covers and book trailers, produced book trailers as a finished video product with soundtracks, and hand coded eBooks in HTML using CSS and current publishing standards for a consistent and professional appearance.

Database Admin.r • Instructional Designer & Training Administrator • NORDAM

1997 - 2018

Developed and maintained an S1000D SQL database to house data for the production of FAA compliant aircraft technical manuals. Assisted in the development of NorPubs, a work-flow application that saved NORDAM over \$500,000 while adhering to S1000D and FAA standards. Extracted data for technical manuals from the database and created FrameMaker files to be edited by technical writers, and then converted files back into customer compliant files for distribution to the customer. Designed and facilitated stakeholder training programs, identified opportunities for training improvement, maintained personnel files, and prepared monthly reports, charts, spreadsheets and presentations for management. Updated company Intranet pages, performed as Editor-in-Chief for the company newsletter, and conceptualized and created graphics for the Marketing, Sales, and Training departments.