

# JESSICA MOORE

Previously Jessica Clements

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## SUMMARY OF QUALIFICATIONS

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- Sixteen years of experience in web design and application design, with a focus on usability and accessibility.
- Three years' experience working with an Agile development team; Certified ScrumMaster®; thorough working knowledge of CSS and HTML.
- Extensive knowledge of usability issues in web design, including a 2004 presentation at the Usability Professional Association's annual conference.
- MFA in Art and Visual Technology (George Mason University, 2010); BA in English (Grinnell College, 1998).
- Comprehensive design and documentation skills on both Mac and PC platforms, and advanced working knowledge of the following software: Axure RP; Adobe Photoshop, Illustrator, InDesign, Acrobat, and Dreamweaver (Adobe Creative Suite); Microsoft Word, Excel, PowerPoint, Visio, and Project.

## RELATED EXPERIENCE

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### **Interaction Designer & Content Strategist (Fig Leaf Software; Washington, DC) 11/2013-current**

- Assess online properties for usefulness, usability, design, and content; Identify strategic opportunities based on findings
- Lead participatory design/user testing sessions; present findings and recommendations to cross-functional teams
- Lead stakeholder interviews to understand project success factors; Facilitate user scenario planning sessions
- Describe key aspects of a proposed experience, and how it reconciles business and user needs; Represent high-level interaction, navigation, and organization design through sitemaps, wireframe systems, and process
- Estimate, plan, and lead tracks of creative work/projects in the development of a quality solution; Support creative aspects of sales pursuits, including proposal creation and oral presentations

### **Interaction Designer (Fishbowl; Alexandria, VA) 4/2011-11/2013**

- Represent the User Experience, translating customer requirements into defined specifications.
- Work with product managers and client services to translate business goals into software solutions.
- Develop and maintain task analysis, transaction flows, wireframes, specifications, and prototypes.
- Recommend updates and enhancements to user experience based on heuristic reviews and competitive reviews.
- Communicate with the Development team regarding design intentions and requirements to verify design feasibility, assist in sprint planning, and ensure that the product is developed according to design.

### **Information Architect (NavigationArts; McLean, VA) 12/2010-4/2011**

- Define, characterize and prioritize the audiences for web design projects.
- Gather communication and functional objectives by leading client working sessions, reviewing the competitive landscape, and creative brainstorming sessions with the project team.
- Organize content and functionality to develop organizational models, naming schemes and navigational hierarchies.
- Create user flows, schematic drawings and documentation to illustrate the structure and functionality of a project.

### **Designer and Editor (Freelance. Clients Include: Gura & Possessky, ViaTech, AARP) 9/2005 – 12/2010**

- Evaluate, design, code, launch, and maintain websites.
- Review and evaluate responses to RFP; Prepare website redesign RFP for distribution.
- Coordinate and facilitate usability testing. Edit corporate newsletters, proposals, papers, and textbooks.

### **Art Director, Web/Online (AARP; Washington, DC) 1/2003 - 7/2005**

- Provide creative direction for a team of designers and HTML coders. Establish style guides and maintain knowledge of current brand guidelines, and review products for compliance with these standards.
- Facilitate client relationships. Gather project requirements, set service and project cycle expectations, and pair clients with the appropriate production team.
- Track workflow, to ensure projects are delivered on deadline. Monitor the online presence of AARP, and make recommendations for updates in web design and strategy as needed.
- Coordinate testing for website usability; Present the results of research to stakeholders.
- Assess and maintain the information structure of the website.

## Web Designer (AARP; Washington, DC)

8/1999 - 1/2003

- Design and update websites to meet client needs within corporate standards and best practices.
- Create wireframes, prototypes, and visual designs. Coordinate and conduct user testing.
- Assist the art director in overall design and strategy for the website, providing graphics and design plans as needed.
- Write and edit HTML and CSS in compliance with W3C standards.

## ADDITIONAL EXPERIENCE

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George Mason University	
Instructor, Potomac Arts Academy	2009-2010
Adjunct Faculty	2009
Teaching Assistant	2007-2008

## RELATED CONFERENCE PRESENTATIONS

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“Deep mobile navigation” –Mobile UX Camp, January 2015 (Washington, DC).

“The Blind Leading the Blind: Theorizing a Web for the Visually Impaired” – Breaking New Ground, Fifth Annual ASIS&T Information Architecture Summit, February 2004 (Austin, TX); also presented at Connecting Communities, Conference of the Usability Professionals’ Association, June 2004 (Minneapolis, MN)

## ADDITIONAL PRESENTATIONS AND PUBLICATIONS

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“Drawing on Motherhood.” *Reconciling Art and Mothering*. Ed. Rachel Epp Buller. Ashgate, 2012. 177-182.

“A New Tack: Model Legislation for Reproductive Rights as Civil Rights,” presentation and workshop at Daring to Dream: Building a Feminist Future, the National Organization for Women Annual Conference; June 25, 2011 (Tampa, FL).

“Birth Activism as Feminism,” presentation at *Difficult Dialogues II*, The National Women’s Studies Association Annual Conference; November 14, 2010 (Boulder, CO).

“The Taboo Aesthetics of the Birth Scene,” interview with Imogen Tyler. *Feminist Review* 93 (November 2009): 134-137.

“Seeing Birth: What happens when visual taboos are challenged?” presented at *INTENDED TO PROVOKE: Social Action in Visual Culture[s]*, The Fifth Annual Visual Cultures Symposium; March 27, 2008 (Fairfax, VA).

## ACCOMPLISHMENTS

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**Organization:** Organized a multi-disciplinary academic symposium, from conception to execution, to correspond with graduate research on reproductive justice (“Perinatal,” George Mason University, October 7, 2009).

**Leadership:** Led an 18-month project team made up of department-level executives from five different functional areas. Facilitated the team members’ key issues, enabling the team to develop a website which served each of their unique needs and the broader goals of the organization: to communicate with professionals instrumental to changing public policy.

**Analysis:** Created a new and more powerful website for AARP’s professional audience. Reviewed known issues with the current site and examined features on peer sites, identified possibilities for growth, and integrated these into a new site.

**Creativity:** Designed a system for making large, existing web sites accessible and fully usable for blind and vision-impaired users, building on Section 508 guidelines. Abstracted basic components of accessibility from available research, and evaluated areas for improvement in usability. Worked with technical staff to produce a model, which improved access to the website for an estimated one million vision-impaired members, and even more potential members.

**Communications:** Presented AARP’s new approach to web accessibility for the blind and visually impaired before three major professional conferences with a total attendance of over 850 people. Educated internal staff on new changes and best practices via presentations tailored to their expertise, enhancing AARP’s reputation as a leader in usability for older adults.

**Development, Implementation:** Developed a new methodology for assessing information structures. Incorporated aspects of two established techniques and worked with a usability practitioner to identify and resolve potential issues with the methodology. Planned and conducted testing using the new methodology, and implemented resulting data in a new information structure for the AARP member website.

## EDUCATION

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MFA, Art and Visual Technology, George Mason University	2010
B.A., English, Grinnell College	1998