JESSICA MOORE

Previously Jessica Clements

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SUMMARY OF QUALIFICATIONS

- 20+ years of experience in web and application design, with a focus on data-driven design for large websites that supports usability and accessibility.
- 14+ years of experience managing internal and external client relationships, including communicating with leadership and functional teams on project goals and progress, and working across functional teams to build collaboration.
- Seven years' experience designing for multiple .NET CMS's, and managing development teams implementing .NET systems.
- MFA in Art and Visual Technology (George Mason University, 2010); BA in English (Grinnell College, 1998).

RELATED EXPERIENCE

Senior Director, User Experience (American Bankers Association; Washington, DC)   4/2018-current

- Manage design and development efforts for multiple ABA web properties, including major redesigns, new feature developments and integrations such as eCommerce, and ongoing enhancements.
- Create user testing plans, conduct user research, and monitor search and website use analytics across multiple tools to identify content and user experience gaps, enhance the digital experience, improve member engagement, and increase sales of ABA products, services, and membership.
- Oversee the definition and implementation of website goals, user profiling, and related technical features to support digital personalization efforts. Collaborate to define cross-platform personalization journeys that deliver unified messaging; define related data and technical gaps, and work with internal experts and vendors to identify solutions.
- Lead major compliance efforts, including accessibility and privacy compliance, and support security compliance efforts; Guide development of design, content, and code standards, and their documentation.
- Monitor and maintain key website health metrics, including site responsiveness, SEO, and content relevance.

Engagement Manager (Fig Leaf Software; Washington, DC)   5/2016-4/2018

- Build and maintain client relationships across all contracts for .NET clients.
- Define project goals and vision, in coordination with the client; Assess client needs and options for project implementation; Evaluate and advocate for individual client requirements against project scope.
- Manage project budgets, project plans, and project schedules; Organize invoicing and contract matters; Communicate project progress and performance to client and to senior management.
- Plan staff and supplemental resourcing to complete competing projects on budget and on schedule.
- Lead a multidisciplinary project team and monitor work progress; Coordinate with vendors and third parties.

Interaction Designer & Content Strategist (Fig Leaf Software; Washington, DC)   11/2013-5/2016

- 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 orals presentations

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

- Design the user experience for three cross-platform, SaaS digital marketing applications. Develop and maintain task analysis, transaction flows, wireframes, specifications, and prototypes.
- Research new features based on evolving technical capabilities. Recommend updates and enhancements based on heuristic reviews and competitive reviews.
- Work with product managers and client services to translate business goals into software solutions.
- 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

George Mason University

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

RELATED CONFERENCE PRESENTATIONS

"Remember Your Editors: UX for Internal Users" –Drupal GovCon, August 2017 (Bethesda, MD)

"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)

EDUCATION

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