

# Amy Moore

## Experience Designer

I'm a Product Design professional with over a decade of industry experience. My philosophy is grounded in empathy-driven, accessible design. I love solving complex problems, delivering solutions that inspire delight, and adding value to users and brands alike.

## Skills

### Professional Tools:

Adobe Creative Suite (CC), Figma, Sketch, Invision, Wordpress/CMS Tools

### Collaborative Tools:

Miro, Confluence, Sharepoint, Office, Workfront, Rally

### Frameworks:

Scaled Agile Framework (SAFe), Kanban, Scrumban, Waterfall

### Design Principles:

User Interface + Experience Design, Story Mapping, User Flows + Personas, Prototyping, Wireframing, User Testing + Research, High Fidelity Mockups, Responsive Design (Desktop/Mobile/Native Apps), A11y Principles/Inclusive Design, Human-Centered Design, Iterative Design, Design Systems, Content Strategy

### Social & Professional Skills:

Multitasking, Communication & Collaboration, Presentation & Public Speaking, Design Sprints, Flexibility, Receptiveness, Data Analysis, Decision-Making, Empathy, Adaptability, Building Relationships, Ecommerce, Retail, Online Pharmacy, B2B

## Experience

### CVS Health - *Experience Designer*

SEPT 2021 - FEB 2023 - CONTRACT EXPERIENCE DESIGNER

FEB 2023 - NOV 2023 - FTE SENIOR EXPERIENCE DESIGNER

Supported CVS pharmacy online and within native apps (PBM Onboarding, Payments, & Profile Preferences), and as part of the Design Systems & Enablement team to create internal guides and resources for the wider design organization.

### Key Skills & Responsibilities

- Design Systems
- SAFe/Agile/Scrumban
- iOS/Android/Responsive Web
- Wireframing, High Fidelity UI, and Prototyping
- Inclusive Design/Accessibility
- Flow Mapping
- User Testing & Data Synthesis
- Content Writing
- North Star Storyboarding
- High Level Presentations
- Pharmacy Benefit Management, Profile, Payments

**DICK'S Sporting Goods - UI Designer**

AUG 2018 - SEPT 2021

Provided creative support for Dick's and Golf Galaxy chains online, including fulfillment of Golf Galaxy & DSG homepages week-to-week in addition to taking lead on sub-categories such as Footwear & Major League Sports.

**Key Skills & Responsibilities**

- Ecommerce Marketing & Branding
- CMS Layout & Design
- User Testing (A/B)
- Inclusive Design/Accessibility
- Photo art direction
- High Level Presentations
- Homepages, Static Pages, Family Pages, Category Pages
- Services & Locators
- Golf/Golf Galaxy, Major League Sports, Footwear, Sports Matter Foundation, ScoreCard Benefits

**Printscape Imaging & Graphics - Graphic Designer, Marketing & Production**

OCT 2012 - AUG 2018

Worked closely with a wide variety of clients and industries, seeing the process through from conception to production. Experienced with managing projects, participating in installation and sales presentations, and working with fast turnaround times.

**Key Skills & Responsibilities**

- Print: Vehicle Wraps, Large Format Signage, Publications, Brochures, Banners, ADA Signage, Packaging
- Digital: Websites, Social Media, Email
- Branding: Logos, Internal Marketing
- Client-Facing Presentation & Pitching
- On-Site Speccing & Installation
- Print Production

**Education****Pittsburgh Technical Institute - Associate in Science Degree, Graphic Design**

JULY 2008 - JULY 2010

Graduated with 4.0 GPA and 98% attendance, and recipient of the Richard S. Caliguiri and Presidential Awards