AMY MOORE
EXPERIENCE DESIGNER

ABOUT

With over ten years of experience, I consider variety to be the spice of my career. I have worked in-house and with clients; digitally and in print; independently and as part of a tight-knit team. Some things remain consistent, however: I thrive on creative challenges and problem solving; I'm quick to learn and adapt to an ever-evolving industry; I'm deadline-oriented and comfortable juggling many tasks at once; I'm driven to constantly improve and passionate about creating the best experience possible for all users.

RELATED EXPERIENCE

CVS Health

Sept. 2021 - Feb. 2023 | **Experience Designer (Contract)**
Feb. 2023-Nov. 2023 | **Senior Experience Designer**

Supported CVS pharmacy online and within native apps, and as part of the Design Systems & Enablement team to create internal guides and resources for the internal design organization. Responsibilities included flow mapping, wireframing, user testing, prototyping, high fidelity UI, content writing, and collaborating with internal stakeholders and partners. Main areas of concentration within the enterprise have included PBM onboarding, payments, profile preferences, and standardizing processes around wireframing and annotation.

DICK'S Sporting Goods

Aug. 2018 - Sept. 2021
UI Designer

Primary creative for golf collateral for the Dick's and Golf Galaxy chains online, including fulfillment of Golf Galaxy homepage week-to-week. Other key areas included creative support for major league sports, footwear, and the Sports Matter foundation. Produced DICK's Homepage, static pages, and supporting elements across the site, in addition to participating in product photoshoots and user testing efforts.

Printscape Imaging & Graphics

Oct. 2012 - Aug. 2018
Graphic Designer | Marketing & Production

Worked closely with a wide variety of clients on projects such as vehicle wraps, signage, logos, websites, booklets, brochures, banners, and more. Responsible for seeing projects through from conception to production. Experienced with managing projects, participating in installation and sales presentations, and working with fast turnaround times.

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 (UI/UX), 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:
Dependability, Multitasking, Communication & Collaboration, Presentation & Public Speaking, Design Sprints, Flexibility, Receptiveness, Data Analysis, Decision-Making, Empathy, Adaptability, Building Relationships, Ecommerce, Online Pharmacy

EDUCATION

Pittsburgh Technical Institute
July 2008 - July 2010
Associate in Science Degree, Graphic Design
GPA 4.0 / Attendance 98%

Achievements:
Outstanding Student Award (x7), Richard S. Caliguiri Award, Presidential Award