DANIEL BROOKS MOORE

CITIZEN. DESIGNER. CREATOR

(213) 219-4441

info@danielbrooksmoore.com

@danielbrooksmoore

danielbrooksmoore.com

PROFILE

Hi, I'm Daniel. I'm a User Experience, Visual, Product Designer and overall nice guy. I also have a passion for using design, technology and other creative solutions to solve problems. In my spare time I love to travel, take photos and play baskeball.

EDUCATION

Menswear Design
Fashion Institute of Technology
2004-2005

Graphic Design
Palm Beach Atlantic Uni
2002-2004

TOOLS

Adobe Creative Suite
Figma
Sketch
User Research
HTML & CSS
Wordpress

EXPERIENCE

Freelance Product Designer
Daniel Brooks Moore, LLC | 2018 - Present

I work closely with Product, Research, Engineering, and other Design Team members to apply a human-centered design approach and visualize the future for brands. I also lead design thinking strategy on cross-functional product teams, handling complex and business-critical projects. Basically, I use design, technology and other creative solutions to help solve business problems and goals.

Product Designer
First Republic Bank | San Fransisco, CA | June 2020 - May 2023

- Facilitated user research, in collaboration with the team, to validate prototypes and conduct ongoing usability testing of product dashboards
- Suppored the team as needed with wireframes, flow diagrams, rapid prototypes and visual design to help communicate and validate design ideas.
- Effectively communicate research findings, conceptual ideas, detailed design, and design rationale both verbally and visually.
- Managed the design process, drove decisions, tracked issues, and assisted in estimating resource needs and schedules.
- Collaborated with cross-functional teams to ensure that accessibility is integrated into all stages of the product development cycle.

Visual Designer (contract)
GAP | San Fransisco, CA | Feb 2018 - May 2018

- Owned and delivered stand-out creative to support Athleta's customer functions
- Participated in the ideation, creation, iteration, and implementation of the visual identity of the company's brand.
- Created novel and creative concepts for the brand's website
- Collaborated with Lead Product Designer on design initiatives and concepts
- Supported marketing requests, understood marketing initiatives, strategic positioning, and target audience.
- Maintained aesthetic coherence across all visual outputs.
- Transformed marketing insights into informed design decisions.
- Worked daily on design duties with the product and marketing team.
- Developed and maintained marketing design guidelines and other design documentation to ensure consistency and quality across all design deliverables.

Product Designer, UX Designer (contract)
Chase | San Fransisco, CA | Jun 2017 - Jan 2018

- Helped bring Chase's mobile banking business strategies to reality through collaborative design execution, as a member of a small but powerful product design team.
- Designed concepts and iterated on ideas to reduce the complexity of product offerings, while solving new and unique design and business challenges.
- Worked heavily to use interactions models, workflows, UI designs, and interactive details to bring my concepts to reality with our engineering and product teams.
- Leverage research and data to inform your design decisions.

DANIEL BROOKS MOORE

CITIZEN. DESIGNER. CREATOR

(213) 219-4441

info@danielbrooksmoore.com

@danielbrooksmoore

danielbrooksmoore.com

PROFILE

Hi, I'm Daniel. I'm a User Experience, Visual, Product Designer and overall nice guy. I also have a passion for using design, technology and other creative solutions to solve problems. In my spare time I love to travel, take photos and play baskeball.

EDUCATION

Menswear Design
Fashion Institute of Technology
2004-2005

Graphic Design
Palm Beach Atlantic Uni
2002-2004

TOOLS

Adobe Creative Suite
Figma
Sketch
User Research
HTML & CSS
Wordpress

Senior UX Designer (contract)
Comcast | Philadelphia, PA | Aug 2016 - Oct 2016

- Created wireframes, visual designs and prototypes to communicate design flow.
- Designed solutions that were consistent with brand guidelines and that met accessibility standards, working collaboratively with Product & Engineering teams to create compelling interactive experiences
- Reviewed user stories. Participated in planning sessions.
- Took high-level requirements and developed wireframes, mockups (both low-fi and hi-fi), and prototypes optimized for a range of devices and interfaces
- Designed functional HR Dashboards and other deliverables for development

Senior UX Designer
Xome | Seattle, WA | Jun 2015 - Mar 2016

- Established a solid understanding of Xome's users and empathy for their needs, and developed provisional personas, user journeys and other materials in order to share this understanding company-wide.
- Worked closely with product managers and engineering leads to visually define the features in Xome's backlog and roadmap with sketches, diagrams, wireframes, prototypes and visual design comps.
- Collaborated with engineering during development, by presenting the designs clearly, clarifying interactions, states and edge cases, and adjusted on the fly as needed (in a startup enviornment).
- Tested and validated Xome's concepts and my designs early and often, with internal teams and customers alike.

Mobile Designer, Kiosk Designer (contract)
Alaska Airlines | Seattle, WA | Mar 2015 - Jun 2015

- Developed HTML prototypes, wireframes, flowcharts, screen mock-ups, and interface design specifications for mobile and kiosk devices.
- Moderated user testing, interviews, focus groups, surveys, etc.
- Collaborateed with back-end developers and architects to complete assigned tasks using in an agile methodology.
- Maintained aesthetic coherence across all visual outputs.
- Contributed to the evolution of experience design methods, processes and approach for the first itteration of the Alaska Airlines Apple Watch app

Web Designer (contract)
EAB | Richmond, VA | Oct 2014 - Jan 2015

- Conceptualized and built intuitive, engaging, and brand-consistent custom CMS experiences using the latest HTML5 and CSS3 best practices while maintaining design integrity throughout the development process.
- Collaborated with cross-functional teams to translate business objectives into compelling web designs that aligned with client's brand identity and user experience standards.
- Created engaging visuals and responsive designs that provided an intuitive and seamless user experience across various devices and platforms.
- Developed wireframes, mockups, and prototypes using industry-standard design tools, ensuring attention to detail and precision.
- Contributed to the evolution of design systems, ensuring consistency and scalability across all digital touchpoints.
- Stayed updated with the latest design trends, emerging technologies, and best practices to bring fresh and innovative ideas to the table.

DANIEL BROOKS MOORE

CITIZEN. DESIGNER. CREATOR

(213) 219-4441

info@danielbrooksmoore.com

@danielbrooksmoore

danielbrooksmoore.com

PROFILE

Hi, I'm Daniel. I'm a User Experience, Visual, Product Designer and overall nice guy. I also have a passion for using design, technology and other creative solutions to solve problems. In my spare time I love to travel, take photos and play baskeball.

EDUCATION

Menswear Design
Fashion Institute of Technology
2004-2005

Graphic Design
Palm Beach Atlantic Uni
2002-2004

TOOLS

Adobe Creative Suite
Figma
Sketch
User Research
HTML & CSS
Wordpress

User Interface Designer (contract)
LPL Financial | Charlotte, NC | Feb 2014 - Jul 2014

- Leveraged user research, UX best practice and common patterns to inform design solutions
- Presented design thinking and rationale through key deliverables to colleagues and stakeholders
- Collaborated with Product Management, UI Engineering and other stakeholders to define intuitive user interactions, and guided them in the consistent application of standards and evangelized design system adoption
- Reviewed product development work in progress, highlight successful application of standards, and tracked opportunities to bring UI up to standard
- Collaborate with developers to support component library and pattern enhancements
- Oversaw and steward governance of our evolving and maturing standards and patterns
- Provided inspiration to colleagues and stakeholders by proposing new

User Interface Designer
Genworth | Richmond, VA | Aug 2012 - Jan 2014

- Designed web and mobile user interfaces and components for reseller and consumer teams in compliance with stated brand guidelines.
- Conducted user research and created user personas and, at times, "concept car" prototypes to inform design decisions and direcion.
- Created persona-based user journeys and solutions for consumer and resller teams
- Led the design of wireframes, prototypes, and high-fidelity mockups
- Collaborated with cross-functional teams to develop and implement user-centered design solutions
- Participated in usability testing and incorporated feedback into design iterations

User Interface Designer (contract)
Capital One | Richmond, VA | May 2012 - Jul 2012

- Collaborated with technology, product, and business teams to uncover customer and business needs - then translated them into intuitive and engaging digital experiences - in an agile and scrum based work enviornment
- Participated in translating complex ideas into understandable concepts that evolved and enhanced the product experience
- Advocated for the customer through human centered design methods, including: discovery, research, whiteboarding sessions, and user testing
- Championed prioritization of design centered product enhancements grounded in research and analysis
- Working with partners and teams across various geographies
- Supported early product definition by working with partners to participate in discovery sessions that uncover customer pain points and opportunities
- Participated in end-to-end product design by: - Working with researchers to understand customer needs and define opportunities through usability and empathy studies - Created process and user flows, wireframes, journey maps and interaction models, resulting in low to high fidelity prototypes - Designed within existing - and creating new - standards to contribute to our internal design system, best practices, and guidelines for company-wide internal dashboard development

DANIEL BROOKS MOORE

CITIZEN. DESIGNER. CREATOR

(213) 219-4441

info@danielbrooksmoore.com

@danielbrooksmoore

danielbrooksmoore.com

PROFILE

Hi, I'm Daniel. I'm a User Experience, Visual, Product Designer and overall nice guy. I also have a passion for using design, technology and other creative solutions to solve problems. In my spare time I love to travel, take photos and play baskeball.

EDUCATION

Menswear Design
Fashion Institute of Technology
2004-2005

Graphic Design
Palm Beach Atlantic Uni
2002-2004

TOOLS

Adobe Creative Suite
Figma
Sketch
User Research
HTML & CSS
Wordpress

User Interface Designer (contract)
Millennium Marketing | Baltimore, MD | Feb 2011 - May 2012

- Designed and developed static HTML web sites and custom Wordpress builds using current HTML5 and CSS3 standards.
- Consulted with clients from pre-launch meetings, design comps; proof edits, and launched sites (including SEO).
- Pulled daily tasks from the queue and maintained and succeeded a daily set goal of projects completed

Media Graphics Specialist
Henrico County Public Schools | Richmond, VA | Mar 2008 - Feb 2011

- Created screen and print graphic design presentations, collateral and brand promotion for students, teachers, parents and other stakeholders.
- Led trainging for custom CMS solution built to assist teachers maintain and customize their profiles and classroom webpage
- Assisted in the copywriting and design development of creative materials.
- Ensured resources are allocated according to project needs.

CAD Designer (Apparel)
Urban Stitching Associates | New York, NY | Jan 2005 - Jan 2007

- Created patterns, appliqués and tech packs using Adobe Illustrator and Adobe Photoshop
- Assisted in reviewing and analyzing Supplier quality performance in aspects of suppliers and products and 3rd party testing lab of fabrics.
- Assisted in giving technical support to the fabric scouring team and merchandiser

Thanks for visiting,