Steve Moore

PRINCIPAL UX/UI DESIGNER

Work History

PRINCIPAL UX/UI DESIGNER

Kaiser Permanente | 2021 - present

At Kaiser Permanente, I serve as a Principal UX/UI Designer, specializing in user-centered design, accessibility advanced Figma prototyping. My role includes creating Figma templates, conducting UX training, and collaborating with cross-functional teams to enhance the overall user experience and leading corporate design projects.

- Improved global site search engagement by 24% and overall navigation engagement by 65%.
- Created ADA component library for KP globally, reducing defects by 30%.

SR. UX DESIGNER

Colibri Group | 2021 - 2022

At Colibri Group, I led the redesign of the payment experience, enhancing usability and customer satisfaction. I initiated and developed their design system and provided innovative designs for multiple company initiatives, ensuring cohesive and user-centered solutions across all projects.

- Managed projects from conception to completion, closely collaborating with stakeholders and IT teams to ensure successful outcomes.
- Led innovation by spearheading design sprints and conducting competitive analysis, driving product improvements.

SR. INTERACTION DESIGNER

Harry & David | 2016 - 2021

At Harry & David, I spearheaded the redesign of the shopping and checkout experience, significantly improving user engagement and conversion rates. I also established a comprehensive design system and delivered new designs for various key initiatives, ensuring consistency and a superior user experience across all digital touch points.

- Increased sales linked to re-design of the shopping experience by 11 million dollars.
- Created a subscription plan and designed the UI, generating an initial $330k in sales.

SR. INTERACTION DESIGNER

CDI Corporation | 2015 - 2016

As a CDI contractor, I contributed to multiple high-profile projects for industry leaders like McKesson, where I developed an advanced dashboard and provided innovative design solutions for various strategic initiatives.

- Conducted UX research and HCI work, producing dashboards for McKesson with very positive customer feedback.

UX DESIGNER, WEB MANAGEMENT, UX/UI LEAD

Intel Corporation | 1997 - 2015

During my tenure at Intel, I spearheaded the redesign of numerous internal and external platforms, significantly enhancing user experience and operational efficiency.

- Established a corporate initiative for continuous improvement processes used by the entire corporation, producing increased efficiency, faster time to market, and standardization.
- Redesigned SGI's 'Software Service Groups' external e-commerce experience, increasing traffic by 30%.

Personal Profile

Principal UX/UI Designer with over 20 years of experience in solving complex design challenges. Expert in UX design, interaction design, UX research, and project management. Known for leading and mentoring design teams, employing advanced UX methodologies, and ensuring ADA compliance to achieve superior results.

Contact Details

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Leadership

- Team Leadership & Mentorship: Experienced in leading design teams and mentoring junior UX designers to foster professional growth and innovation.
- ADA Compliance: Proficient in implementing and supporting ADA standards to ensure accessible and inclusive design solutions.

Software Skills

- Figma - 8 years
- Axure - 5 year
- Sketch - 4 years
- Adobe Photoshop - 10+ years

Technical Expertise

- **Prototype development:** Expert proficiency in Figma, Sketch, and Axure.
- **Behavioral Data Analysis:** Expert in using Usertesting.com, conducting interviews, persona development, A/B testing with Maxymiser, and FullStory session analysis.
- **Quantitative Data Analysis:** Skilled in Google Analytics, Baymard, Nielsen Norman Group, and conducting comparative analysis.
- **User-Centered Design & Information Architecture:** Proficient in conducting Qualtrics survey analysis, card sorting, and heuristic evaluation.