

# kuh • rēl • yuh

## Karelia Jo Moore

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theory143.com

## Skills

User research  
Competitive analysis  
Contextual inquiry  
Task flows  
User journeys  
Personas  
Wireframes  
Sketch  
Adobe Illustrator  
Keynote  
Microsoft Office

References furnished  
upon request

## Experience

**Associate Experience Director** | Huge, Washington DC; March 2017 – present.  
I am a hands-on lead, working with an interdisciplinary team through research, strategy development, concepting, product definition, and design. I manage and mentor interaction designers, manage resources for the UX department and organize a weekly, internal talk series for the DC office.

**Experience Lead** | Huge, Washington DC; 2014 – March 2017. Responsible for the overall user experience for a range of projects from conceptual product visions to detailed site redesigns for a variety of industries. Worked on new business efforts as needed, manage and mentor interaction designers.

**Senior Interaction Designer** | Huge, Washington DC; 2013 – 2014. Played an active, client-facing role while producing sitemaps, wireframes, and other design artifacts needed to communicate the user experience. Worked in close collaboration with visual design and technology to create engaging digital experiences.

**Interaction Designer** | Huge, Brooklyn, NY; 2011 – 2013. Produced quality designs and other deliverables without much guidance. Active contributor to whiteboarding/ideation sessions. Exposed to most elements of the UX process including experience with an agile/lean approach in an agency setting. Mentor to UX School trainee.

**User Research Consultant** | MISI Company, NY, NY, 2010 –2011. Supported and conducted various user research and usability activities for HR, benefits, and payroll-related products. Helped project teams understand clients' needs and expectations so that applications and features were designed to align with clients' processes and workflows.

## Education

**Graduate Certificate, Design & Art Direction** | Portfolio Center, Atlanta GA, 2008.

**B.F.A. Visual Communication** | University of Arizona, Tucson, 2004.

**B.A. Communications** | University of Arizona, Tucson, 2004.

## Et cetera

Recipient, DC FemTech Powerful Women Designers Award, 2016

Panelist, A Day in the Life: User Experience Designer, General Assembly, 2015

Profile, Inside Design at Huge, Invision, 2015

Panelist, Personal Branding in the Creative Industry, Howard University, 2014