

Michelle Moore

UX Designer

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Profile

I am passionate about the customer experience and journey. The role of UX Designer is the perfect mix of curiosity, psychology, design, marketing, and strategy. Relationship building, planning, collaboration, and communication are the key skills I bring to the table. Having worked in IT, marketing, and the content creation space, I believe I have an aptitude for connecting with a variety of audiences.

Skills/Tools

Sketch, Figma, InVision, POP App, Principle, Adobe Photoshop, Adobe Premiere Pro

EXPERIENCE

Content Creator/Freelancer | Michelle Moore Media

JAN 2018 - present, Vancouver, BC, Canada

- Produced photos, videos, and content.
- Executed projects from pre-production, ideation, and initial concept to finished assets.

Marketing Manager | Silver Icing Inc.

DEC 2016 -AUG 2017, Surrey, BC, Canada

- Built social media and photography training workshops.
- Photographed merchandise and models for daily product launches.
- Established and launched a monthly newsletter, weekly blog posts, as well as regularly scheduled social media posts.

Owner/Operator | What I See Photography

NOV 2003 - 2016, Vancouver, BC, Canada

- Worked with clients to produce timeless family, wedding portraits, and headshots.
- Established long-standing client relationships.
- Created and ran a successful portrait business.

Project Manager IT | HSBC

May 2001- JUL 2003, Vancouver, BC, Canada

- Managed and developed high profile projects between the head office business units and development team.
- Successfully planned and delivered the full project lifecycles, from business case to implementation.
- Managed, organized, and mentored a project team of analysts.

EDUCATION

BrainStation | Diploma | User Experience Design

AUG - OCT 2020, Vancouver, BC, Canada,

Langara College | Digital Film Production Certificate Program

JAN 2013 - APR 2013, Vancouver, BC, Canada.

Focal Point: The Visual Arts School | Professional Photography

SEPT 2005 - 2006 Vancouver, BC, Canada

PROJECTS

Capstone Project: Intention, a video content guide for small businesses

Adidas 24hr Sprint: Ecommerce digital solution

Plenty of Fish Heuristics Evaluation

Small Business BC: Introduced video format for Annual SBBC Awards