

Ali Moore

Phone: (660) 334-1498 | Email: alimae26.am@gmail.com | Gallatin, MO |
LinkedIn: [Ali_Moore_LinkedIn](#) | Portfolio: <https://www.ali-moore.com>

Technical Skills

Technical: Figma, Adobe Illustrator, FigJam, HTML, CSS, Visual Studio Code

UX/UI Design Tools:

Typography	User Flows	User Interviews	Wireframing
Interaction Design	Persona Creation	Usability Testing	Card Sorting
Storyboarding	Prototyping	User Journey Mapping	
Surveys	Information Architecture		
Responsive Design	Heuristic Evaluations		

Projects

Friends of Gallatin

I created a website for a local non profit group that wanted to create a central hub for community information such as: upcoming events, fundraising/grant application updates, and updates on the progress of the renovation of a historic building. I had a friend create the illustrations that were used on the site but was the researcher and designer for this website. I worked with the president of the group to plot out what she envisioned and how it would be used in the community. I created a survey that was shared on Facebook to gain insights into what the community really needed/wanted.

- Skills | Technologies Used: Stakeholder Interviews, User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design, Interaction Design, Prototyping, In-Person User Testing. Figma & Adobe Illustrator to vectorize illustrations.

Aura

The goal of this project was to create an app that solved a common problem. Aura is an app created by myself and two classmates that tracked barometric pressure changes and kept track of patterns of headaches related to these pressure changes.

- Skills | Technologies Used: User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design, Interaction Design, Prototyping, In-Person User Testing, User Journey Mapping, User Flows, Figma

Honest Eats App

This was a really fun project to work on! It allowed us as a group to be creative and really think outside the box. We designed a grocery shopping app that rates food products for you based on your dietary restrictions that you created in your personal profile. You could scan the barcode of any food product and would receive a rating from 1-10 (1 being worst) indicating whether or not that food fit into your diet profile.

- Skills | Technologies Used: User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design, Interaction Design, Prototyping, In-Person User Testing, User Journey Mapping, User Flows, Figma

Work Experience

Missouri Star Quilt Co
Visual Merchandiser

August 2015-Present
Hamilton/Missouri

- Worked closely with the merchandising team to create promotional and seasonal floor sets
- Conceived and executed window displays from start to finish for seasonal and promotional displays
- Worked closely with the shop team members to make sure floor sets are done on time and to merchandising standards
- Purchased props and fixtures for merchandising purposes
- Collected and translated sales data to make informed decisions on future product displays
- Worked with construction crews and lead the charge on various projects including new shop concepts and designs
- Created the in store signage branding so that it's cohesive throughout all the shops and can be easily recreated by anyone new coming in

Awards

Missouri Star Quilt Co received the **Forbes Best Brick & Mortar Adoption of E-commerce** while I worked on the team back in 2017. We were a team of three people back then so it was a really big deal for us. You can check out the article in the link below.

[Forbes Main Street Awards](#)

Education

Certificate in UX/UI Design - University of Kansas - December 2023 - June 2024

High School Diploma - Penney High School- Graduated 2007