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About

With over ten years of experience as an effective and dynamic contributor in start-ups and enterprise company environments; I start with understanding the problem and setting a goal of what we want to accomplish in the short/long term so that I can focus my designs to test, iterate, and integrate feedback to create insightful user experiences.

Experience

Senior Product Designer • GiveCampus December 2024 - May 2025

- Worked with internal and external stakeholders to build out the events product waitlist, alleviated confusion in the registration workflow, and streamlined a mobile responsive check-in experience that within the first week was utilized by 2.5k guests checking in.
- Improved legacy workflows to allow donors to edit payment details for recurring payments, create campaigns, and edit emails allowing more flexibility, saliency, and accessibility.
- Identified multiple systems and aligned a cross functional team to one component library to create a design system for consistent experiences across products.

Lead Product Designer • GDS Link September 2024 - December 2024

- Kicked off CaseCenter Redesign for the next generation of manual underwriting.
- Designed and implemented employee satisfaction survey to help shape the culture and identify growth opportunities

Lead Designer • Peach Finance January 2020 - March 2024

- As the only Designer reported directly to the CEO, grew with the company from early to midstage.
- Worked with internal and external stakeholders to visualize and implement a flexible API-driven software experience for our clients and their customers.
- Created Customer Relationship Management (CRM) software for lending and servicing with end-to-end support post-origination for financial products, including loans, lines of credit, Home Equity Line of Credit (HELOC), Buy Now Pay Later (BNPL), credit cards, and installment loans.
- Developed admin and manager dashboards to offer insight into metrics, including tasks, teams, interactions, templates, roles, and permissions.
- Modularized, mobilized, white-labeled, and developed loan management self-service for borrowers and agents, including autopay, documents, and contact information. Developed additional features for greater control, including freeze/unfreeze, managing payments and credits, hardship tools, and managing interest and promo rates based on clients' needs and pain points.
- Fostered a culture of open ideation and gained teammates' buy-in by presenting design strategies and fleshing out the best possible solutions.
- Designed and conducted a usability study to measure the baseline customer experience. With this information, analyzed strengths and weaknesses, and highlighted the next steps.
- Compiled a competitive market analysis of related companies.

Interaction Designer • Silicon Valley Bank November 2015 - December 2019

- Collaborated with multidisciplinary teams to develop solutions for clients' needs, accounting for third-party integrations and legacy systems. Introduced Agile methodology into a predominantly Waterfall workplace.

- Gathered information and needs analysis from internal stakeholders. Created designs that adhered to current design principles and operated within business constraints.
- Led and participated in design reviews. Developed prototypes with user experience researchers for client testing.
- Created scalable and responsive systems to accommodate diverse banking needs across client companies, ranging from early-stage and growth segments to Venture Capitalists, private equity, and corporate finance.
- Fostered team camaraderie by creating common goals, language, forms, and UI. This resulted in a knowledge base to quickly reference important information.

Interaction Designer • Apollo Education Group

March 2015 - August 2015

- Developed a framework to improve the initial user experience for a large online education company's learning management system.
- Collaborated with user researchers to design and analyze contextual inquiries. Aggregated users' resources to share their stories using data-driven infographics.
- Worked with users to understand their needs and desires. Worked with stakeholders to form high-level design concepts, interactive wireframes, and pixel-perfect specifications.

Interaction Designer • AfterCollege, Inc.

June 2013 - March 2015

- Conducted usability studies to collect and analyze user data for patterns and system errors to deliver a product strategy with wireframes, interaction specifications, and user flows.
- Focused on user-centered design methodologies when redesigning the Job Details page, resulting in a page productivity increase of 31%.
- Simplified the scholarship application user flow focusing on common scholarship interactions to create an easy application process. Increased the scholarship application rate by 55%.
- Recognized pain points and simplified the application pop-up user flow. Increased the application rate by 28%.
- Worked with product and engineering teams to increase feedback collection rate by 137%.

Education

University of Rochester

May 2013

Bachelor of Arts in Brain & Cognitive Science and Linguistics

Minored in American Sign Language, Clustered in Audio Musical Engineering

Tools

Figma, Sketch, InVision, InDesign, Agile, Scrum, Content Management System (CMS), Slack, Shared Content, Content Audit, Jira, Confluence, Zeplin, Axure, Omnigraffle, Photoshop, MacOS, Windows, Analytics, Waterfall, Illustrator, APIs, Java, Paper, Pen, Sticky Notes

Skills

Storyboarding, User Flows, Usability Studies, Needs Analysis, Design Systems, How Might We Questions, Problem Solving, Ideation, Communication, Visualization, Customer Service, Complaint Management, Error Resolution, Ethics, Inclusiveness, Information Security, Marketing, Payment Systems, Regulatory Understanding, Risk Assessment, Risk Management, Spotting Red Flags, Consumer Lending, Credit Handling, Credit Reports, Calculating APR, Debt Collection, Fraud Prevention, Harassment Prevention, Identity Theft Prevention, Military Lending, Mortgage Lending, Password Management, Recordkeeping