

karelia jo moore

email karelia [at] theory143 [dot] com

read theory143.tumblr.com

tweet + skype theory143

I have a passion for improving human experiences. My goal is to craft useful services and pleasant interactions by way of strategic, human-centered design.

Education

Portfolio Center, Atlanta, GA; October 2008. Graduate Certificate in Design and Art Direction.

University of Arizona, Tucson, AZ; December 2004. Concurrent degrees in Visual Communication (BFA) and Communication (BA).

Work Experience

User Experience Research Contractor MISI Company, New Jersey; 03/2010 – present. I work on-site with a team that conducts user research activities throughout the project lifecycle of various HR, benefits, and payroll-related products. Our main goal is to help project teams understand clients' needs and expectations so that applications and features are designed to directly align with clients' processes and workflows. My support roles vary from creating and coordinating tests to most recently, leading my own research study.

Designer theory143, New Jersey; 2004 – present. Freelance design, communications and creative consulting for a variety of clients/collaborators/nonprofits. Partial client list: *Ebony* magazine, grammy-nominated artist Janelle Monáe, exalt youth, Wildseed Cultural Group.

Freelance/Junior Designer Thinkso, New York, NY; 10/2009 – 03/2010. Produced UX deliverables, planned and conducted various user research activities including usability testing for clients in travel and education. Also worked with design team to concept, develop and produce various marketing collateral. Clients I worked on included: UBS Investment Bank, Stadion Money Management, Tanguito Travel, Travelzoo.

Design + Development Intern Worldstudio Inc., New York, NY; 06/2009 – 09/2009. Assisted the design team with production of collateral materials as needed, including a project commissioned by NPR. Assisted business development with correspondence, research, grant writing, and outreach for youth mentoring program *Design Ignites Change*.

Art Intern Latina Magazine, New York, NY; 06/2009 – 09/2009. Designed pages within style guidelines for the front of the book. Reported directly to Design Director.

Interim Development & Operations Assistant exalt youth, Brooklyn, NY; 12/2008 – 05/2009. Assisted the Executive Director in areas of operations including day-to-day bookkeeping, weekly payroll, administrative details, and overall office and program assistance. Managed donor database and assisted with fundraising campaigns. Implemented new collateral and marketing materials as needed.

Organizations + Affiliations

Usability Professionals Association (UPA), Member, September 2010 – present.

Interaction Design Association (IXDA), Member, September 2009 – present.

Delta Sigma Theta Sorority, Inc., a public service sorority, Member, April 2002 – present.

Skills

Macintosh OS X
Adobe Creative Suite
Omnigraffle
Pen + paper
xHTML + CSS
Microsoft Office Suite
Basic conversational Spanish

Varying degrees of experience

ethnographic research +
persona development
use-case scenarios
nav/information structures
task and workflow modeling
usability evaluations
data synthesis and analysis
wireframe + prototyping methods
visual design

karelia jo moore

email [karelia \[at\] theory143 \[dot\] com](mailto:karelia[at]theory143[dot]com)

read theory143.tumblr.com

tweet + skype [theory143](https://www.skype.com/people/theory143)

Enrichment

UIE Virtual Seminars; *Lean Methods for the UX Team of One*; December 2010. Common situations that UX teams of one face with tools and insights for doing more with less, and faster.

UPA, NYC chapter; *Expo: Google Discovers a Better Way to Research*; August 2010. Using different communication tools to help transfer the knowledge you as a researcher gained to your stakeholders.

UX Book Club, NYC chapter; *Unfolding the Napkin: The Hands-on Method for Solving Complex Problems with Simple Pictures*; July 2010. A follow-up to the VizThinkNYC May workshop.

UPA, NYC chapter; *Getting Into Your Audience's Head with Remote Research*; June 2010. The essentials of planning and conducting a remote usability research study.

VizThinkNYC; *Storm the Games: Bringing on the Doodle Revolution*; June 2010. Insights into the latest research on doodling as an activity to engage major cognitive learning modes in the brain, as well as group activities from the book, *Gamestorming*.

VizThinkNYC; *Thinking on the Back of a Napkin* Workshop; May 2010. An interactive exploration on visual thinking and problem-solving based on the book of the same name.

Co-organizer, AnthrodesignNYC meetups; December 2009–March 2010. A meetup for members of the Anthrodesign listserv, and other UX/design researchers to network and converse on monthly focus topics.

UPA, NYC chapter; *Revealing Design Treasures from the Amazon*; January 2010. Insights into the effectiveness of Amazon.com's functionality and design.

IxDA, NYC chapter; *Yes, My Iguana Loves to Cha-Cha: Improv, Creativity and Collaboration*; November 2009. An interactive presentation on using improv as a way to develop one's own creativity, or to help warm up teammates and clients in workshops and design sessions.

VizThinkNYC, *Sensemaking Workshop*; October 2009. Building basic visual toolkits in order to unpack a problem through visual modeling.

About

Proud nerd

Self-proclaimed bookworm

Classically-trained violist and pianist

Obsessed music head

Excessive publications hoarder