

karelia jo moore

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email design [at] theory143.com

read theory143.wordpress.com

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My goal is to create useful services and successful brand interactions by way of strategic, user-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

Freelance Junior Designer Thinkso, New York, NY; 10/2009 – present. Responsibilities include assisting partners with strategy documents for clients. Most recently charged with leading development of strategy document, experience flow, wireframes, and usability testing for a client in travel. Work with design team to concept, develop and produce various marketing collateral. Production work as directed by senior team. Other clients I've worked on include: UBS Investment Bank, Stadion Money Management, Tanguito Travel, Travelzoo.

Designer theory143, Brooklyn, NY; 2004 – present. Freelance design, communications + creative consulting for a variety of clients/collaborators/nonprofits.

Design + Development Intern Worldstudio Inc., New York, NY; 06/2009 – 09/2009.

Assist the design team with production of collateral materials as needed, including a project commissioned by NPR on the redesign of the rainbow flag, judged by Isaac Mizrahi. Also assist 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. Responsible for designing pages as assigned in the front of the book. Report directly to Design Director.

Interim Development & Operations Assistant exalt youth, Brooklyn, NY; 12/2008 – 05/2009.

Assist the Executive Director in areas of operations including day-to-day bookkeeping, weekly payroll, administrative details, and overall office and program assistance. Manage new funder and donor database and assist with campaigns. Implement new collateral and marketing materials as needed.

Intern Wondaland Arts Society, Atlanta, GA; 08/2007 – 01/2008. Assist in the design and production of various communications for recording artist Janelle Monáe including press kit and artwork for grammy-nominated EP.

Marketing Coordinator GPE Commercial Real Estate, Scottsdale, AZ; 01/2005 – 09/2006. Coordinate marketing for approximately 40 property listings. Design, develop and implement collateral such as posters, exhibit collateral, advertisements, brochures, email marketing and other printed and electronic material. Establish printing specifications and coordinate production with outside vendors. Work independently as well as with team members to determine and meet client needs. Assign work to team member as necessary.

Organizations + Affiliations

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

Anthrodesign Listserv (International) Member, November 2009–present.

Content Strategy NYC Meetup Member, November 2009–present.

NYC Information Architecture Meetup Member, November 2009–present.

American Institute of Graphic Arts (AIGA) Member, June 2007–present.

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

Skills

Macintosh OS X

Adobe Creative Suite

Pen + paper

xHTML + CSS

Microsoft Office Suite

Basic conversational Spanish

Developing

Ethnographic research

Personas

Scenarios

Task flows

Wireframes

Prototyping

Usability testing

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Enrichment

Collaboration, Tandem Research, February 2010. Assisting principal with ethnographic study, data synthesis, and possible service implementation for a client in the non-profit sector. Project details to be determined.

Co-organizer, AnthrodesignNYC meetups, December 2009–present. A place for members of the Anthrodesign listerv, and other UX/design researchers to network and converse on monthly focus topics.

Usability Professionals Association, New York City chapter, January 2010. Lecture: Jared Spool, *Revealing Design Treasures from the Amazon*.

IxDA, NYC chapter, November 2009. Workshop: Steve Portigul, *Yes, My Iguana Loves to Cha-Cha: Improv, Creativity and Collaboration*. 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

Classically-trained violist and pianist

Obsessive music finder-collector

Self-proclaimed bookworm/nerd

Excessive magazine hoarder

Object-oriented programming novice

Amateur illustrator

Passionate beyond belief