



JoshuaRMoore.com | joshuarmore@yahoo.com
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I am a UI / UX designer with more than 12 years of experience in graphic design and branding. My background in marketing and data-based publishing has allowed me to hone my love of storytelling and improving the customer experience, while my desire for simplicity has helped me focus on finding simple design solutions to help people better connect with the brands they love.

UI /UX Designer, Branding | Thrive Helmet Co.

Feb 2023 – Mar 2023

- Created brand style guide, design system, logo and e-commerce prototype for the sustainable skateboard helmet company via General Assembly, complete with custom animation and micro-interactions designed to reach the target audience
- Conducted research on customers, competitors, and comparators to develop a clear persona, user flows, and validate the brand's position within the marketplace
- Developed high-fidelity responsive prototype with a user-tested e-commerce flow and information architecture, resulting in an intuitive and enjoyable online experience

User Experience Design Fellow | General Assembly

Dec 2022 – Mar 2023

- Trained full time on the entire spectrum of UX design from user research and design ethics to user flows, wireframing, and usability testing methods
- Developed high-fidelity prototypes, case studies, and design systems for mobile apps and responsive websites, producing complex digital products on tight deadlines

Executive Art Director | Callisto Media

Nov 2018 – Oct 2022

- Promoted from Art Director after 1 year
- Led a team of 8 art directors and played a key role in overseeing the design of the fastest-growing product portfolio, which accounted for 35% of the annual revenue
- Established best practices and created style guides and templates to ensure consistent quality in the design of best-selling series
- Implemented processes to improve efficiencies across the design department and with cross-functional partners, streamlining workflows and enhancing collaboration
- Designed best-selling products with thousands of 5-star ratings using data analysis

Art Director, Marketing & Digital | Dennis Publishing

Feb 2014 – Sep 2018

- Led the design team for two multi-million dollar brands (Mental Floss, The Week), maintaining unified branding across digital, print, video, presentations, proposals
- Conceptualized and executed creative campaigns for prominent national advertisers including: Allstate, Citi, Dos Equis, Geico, Toyota, Valspar, and Wells Fargo

Associate Art Director | Mental Floss

Sep 2010–Feb 2014

- Designed editorial layouts for ASME-nominated magazine, being resourceful with typography, color, and composition to engage readers due to limited historical photos
- Boosted product sales by 30% through rebranding digital marketing communications

Awards

Recognized by peers twice for Employee of the Year (2016, 2012)

Winner for Best Short Video: "Turf Means Business" (TOCA Award)

Nominated for Design Team of the Year by Folio Magazine

Skills

- Prototyping
- Branding
- Visual Design
- Wireframing
- Interaction Design
- Motion Graphics
- Synthesizing Data
- Information Architecture
- User Testing
- Leadership
- Figma
- Sketch
- Illustrator
- Photoshop
- InDesign
- Premiere Pro
- HTML / CSS

Education

Full-time UX Design Immersive

General Assembly

Dec 2022 – Mar 2023

BS in Graphic Design
Magna Cum Laude

Samford University