

Daniela Moore

UX/UI Designer

Zephyrhills, FL
daniuxdesign.com
danielaqp46@gmail.com
[LinkedIn profile](#)

EXPERIENCE

Citizens

July 2022 - Present

UX/UI Designer

Core contributor to a full mobile banking app redesign, improving usability, WCAG accessibility, and navigation through UX audits, prototyping, and usability testing in close partnership with product managers and engineers. Contributed to the establishment of a modern visual language and scalable UI patterns, and crafted design-system components across mobile and web to enable faster, consistent delivery across teams. Designed and launched the organization's first digital account upgrade portal, increasing upgrades by 27% through data-informed, end-to-end experience design and tight cross-functional execution.

FIS Global

Aug 2020 - Oct 2021

Implementation Consultant

Consulted with clients/colleagues to establish any needed deliverables and reach desired outcomes regarding their credit portfolios. Created documentation on project tasks allowing for a streamlined process and new approaches to projects. Tested customized software against customer specific needs.

PROJECTS

JobHunt

March 2022 - May 2022

Designed a career coaching platform for new college grads. Completed user interviews, competitive audits, ideation, wireframes, prototypes, usability studies, and reiterations.

Events Catering App

July 2021 - Nov 2021

Designed a catering app for a wedding venue in Tampa, Florida. Completed user interviews, competitive audits, ideation, wireframes, prototypes, usability studies, and reiterations.

EDUCATION

University Of South Florida

Bachelor's Degree Of Finance

Interaction Design Foundation

AI For Designers

Coursera

Google UX Design Certification

SKILLS

Design

Design Thinking
Affinity Diagramming
Information Architecture
Wireframing
Prototyping
Problem Solving

Tools

Figma
Adobe XD
Jira
Mural
Midjourney
ChatGPT

Languages

English
Spanish