Michael Moretti   UX Researcher & Designer

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I bring more than two decades of experience of guiding clients and employers to a better understanding of the people who will use their products. I am well-versed in all facets of UX best practices, including user research, interaction and visual design, information architecture, usability and content strategies. I am insightful and analytical, methodological, with an appreciation for detail which never loses sight of context. Perhaps most importantly, I am inherently empathic, good-natured and adept at finding practical solutions for complex problems.

KEY COMPETENCIES:

- **Research:** Contextual interviews, focus groups, heuristic analysis, mental models, storymapping, user journeys
- **Methods:** Agile, Lean UX, User-centered design, JIRA
- **Tools:** Axure 7, Adobe CS6, QuarkXPress 8, OmniGraffle Pro, DevonThink Office, MindNode Pro
- **Web Technologies:** CSS/SASS, Sencha
- **Languages:** English (native), Spanish (fluent), Arabic (basic)

EDUCATION / TRAINING / CERTIFICATION:

- M.S., Human-Computer Interaction, University of Maryland (expected 2018)
- B.A., Anthropology, California State University

EXPERIENCE:

US Patent and Trademark Office (ATS/SAIC)   **May 2014 – Present**
UX Designer

I am responsible for applying UX best practices toward the design of the next-generation Official Correspondence (OC) application for the U.S. Patent and Trademark Office. I plan, moderate and document user research including focus sessions, surveys and contextual interviews to determine user needs and goals in the pursuit of improving the system's usability while affording users a pleasant and easy to learn experience. In support of this effort, I create journey maps, workflows, content architecture and interactive wireframes in Axure following the PE2E pattern library to communicate design and interactive requirements to stakeholders, product managers and developers. I interact daily with the user experience team, front-end developers and government-side business owners to ensure timely and accurate deliverables. I manage time and activity priorities in an Agile environment.
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US Patent and Trademark Office (CGI Federal)   **June – December 2015**
UX Technical Lead

I lead user experience strategy on enhancements to internal and external applications for managing patent agents and attorneys for Office of Enrollment and Discipline Information System (OEDIS). I

conducted user interviews from which I produced personas, mental models and journey maps. I designed and produced interactive prototypes in Axure to communicate design and interactive requirements to stakeholders, product managers and developers. I delivered a blueprint for a portal which would serve practitioners, USPTO staff and the public for communication, correspondence, data research and recordkeeping in the pursuit of the office's mission.

Clarabridge   **July 2012 – April 2014**
UX/UI Designer

I was the sole in-house UX/UI designer for this customer experience company serving Fortune 50 brands around the world. Embedded in the engineering department, I was charged with the redesign of an outdated, engineer-designed customer experience management application through the use of UX design principles and appropriate UI patterns to achieve greater user satisfaction and usability. I created low-fidelity wireframes through to high-fidelity, interactive prototypes, data visualization schemes and provided guidance on application features and functionality to engineering and product management entities. In addition to contributing my expertise, I fostered a cultural appreciation of user experience methods and principles within the company. During my tenure, I introduced and demonstrated the value of a collateral mobile application to the company and its customers, to which I supported requirements development, and designed and built the foundational the mobile screens and experiences with Sencha Architect. The first version of the mobile app was launched to enterprise from the Apple Store in early 2014.

TheLIFT   **January 2010 – June 2012**
Information Architect/UX Designer

I was responsible for articulating and guiding development of user-centric experiences for enterprise desktop and mobile Internet applications for manufacturing, pharmaceutical, real estate and technology sectors. I defined the architecture, navigation and user flows through the use of wireframes, clickable prototypes, content outlines and site maps. I supported the design and development teams in ensuring a logical and practical synthesis of the two teams. I assisted clients in achieving coherent and efficient relationships between client business objectives and Internet strategies, and determined appropriate methodologies and deliverables to meet client project and budget requirements. I led the testing, and issue resolution processes and conducted heuristic analyses, managing client expectations through straightforward and timely communication.

Interstellar Studios   **2008 – 2011**
Creative Director

I designed and produced web and print assets for the PBS documentary, *400 Years of the Telescope*, including a bilingual (Spanish-English) website, press kits, DVD/CD packaging, logos, posters, book, postcards, conference materials, project proposals, copywriting and editing. I designed and produced a collateral educational package which was distributed to public schools throughout the US and internationally. In 2009, the year the docmentary premiered, I earned a W3 Award for website design.

Independent Contractor   **2002 – 2008**
Information Architect/Producer/Graphic Designer

As an independent designer, I built strong communication and technical skills in virtually all aspects of web and print, including information architecture, business analysis, information architecture, user experience design, product management, branding, copywriting, editing, photography multimedia, graphic design, color prepress and print management. I successfully developed a client base through aggressive sales and marketing, competitive bidding, and personal networking. I maintained accurate and

comprehensive financial statements, accounting data, payroll information, and project records for budgets ranging from $100k to $5m+.

NTT Verio   **2000 – 2002**
Project Manager/Web Producer

I managed multiple projects concurrently for this web hosting and custom web development company, writing project specifications, requirements, evaluating risks and managing scope creep. I communicated effectively with client stakeholders, in-house design and technical teams, managing costs and outside contractors.

PUBLIC SERVICE:

- Vietnam Era Veteran (Honorable Discharge)
- Current Public Trust Clearance