QUINTON MORAN

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SUMMARY

Senior User Experience Researcher / Designer with 6+ years of experience & proven track record of driving organizational success through the implementation of iterative UX methodologies and strategic project management. Skilled in gathering actionable insights and KPIs to inform product design through qualitative & quantitative UX testing. Expert at translating insights into innovative product designs that masterfully solve user pain points & achieve organizational objectives. Adept at fostering collaboration within global agile teams and providing mentorship to junior members.

PROFESSIONAL EXPERIENCE

QM Design   **Phoenix, AZ, USA**
Senior User Experience Consultant   *2023 - Present*
- Utilized in-person UX testing, Google Analytics, & Figma to deliver tailored solutions to small business clients, focusing on enhancing user engagement, driving sales, and lead generation.

onsemi   **Scottsdale, AZ, USA**
Lead User Experience Researcher   *2022 - 2023*
- Played pivotal role in creation of organization's annual project roadmap, ensuring the fulfillment of UX-related objectives, maintaining alignment with marketing campaigns and other business strategies.
- Facilitated alignment on project roadmap using Adobe Workfront to track projects, weekly team meetings to avoid silos, & engaging one-on-one with stakeholders & team members to insure individuals have the resources needed to meet business objectives.
- Presented actionable insights, key performance indicators (KPIs), & metrics acquired from a variety of UX tools & technologies to stakeholders & team.
- Analyzed engagement, traffic, & lead funnel conversions using Crazy Egg (Heat mapping / A/B Testing) & Google Analytics.
- Managed the planning & execution of 10-20 qualitative / quantitative UX tests monthly using Usertesting.com.
- Supported junior UI/UX Designers in translating insights into wireframes & mockups, creating innovative experiences that solved user pain-points.
- Participated in the active evolution, maintenance, & proper implantation of organization's design system across all products.
- Led 10-20 product launches annually, maintaining effective collaboration & oversight of offshore agile development team utilizing Jira for streamlined project management & timely delivery of desired outcomes.
- Concluded employment due to a mass layoff affecting 450 individuals amidst organizational restructuring efforts.

onsemi   **Phoenix, AZ, USA**
User Experience Designer   *2020 - 2022*
- Advocated for the implementation of an iterative UX focused agile design methodology (Understand, Research, Design, Prototype, Test, & Refine) to executive stakeholders, leading to successful widespread adoption organization-wide.
- Led a key role in the comprehensive site redesign/rebrand in 2021, overseeing a complete overhaul of information architecture, creation of new design system, migration to a mobile-first design, & enhancement of complex database-driven areas including parametric product selector tables & support/documentation databases.
- Conducted user research & testing, building cross-functional agile teams with internal stakeholders & B2B Engineer customers to gather valuable insights, identify unmet needs, paint points on the customer journey, & acquire baseline KPIs & metrics.
- Led 30-40 design sprints annually, translating insights into wireframes, mockups, & prototypes using Figma & Adobe XD, creating innovative experiences that solved pain points & streamlined the customer journey.
- Oversaw 10-20 successful product launches annually, collaborating closely with offshore development teams & 3rd party vendors using Jira, insuring designs followed specifications and met business needs
- Conducted usability testing on newly developed and existing products, using virtual and in-person testing environments, acquiring valuable insights, KPIs, & metrics to track improvement & plan for next design sprint.
- Assisted junior UI developers in translating prototypes into efficient user interfaces for consumer facing products using HTML, CSS, Javascript, & Bootstrap on organization's homegrown CMS.

Arizona State University User Experience Lab   **Mesa, AZ, USA**
User Experience Designer   *2018 - 2019*
- Leveraged insights from in-person user research to assist in product development
- Clients included: Starbucks, Procter & Gamble, Mesa Gateway Airport, & researchers / faculty at ASU

EDUCATION

Arizona State University   **August 2015 - December 2019**
Master's, Graphic Information Technology   *GPA: 4*

SKILLS

Skills: User Experience Research, User Experience Design, Project Management, Figma, Usertesing.com, People Management, Usability Testing, Personas, Card Sorting, Wireframing, Prototyping, Adobe XD, User Interface Design, HTML/CSS, JavaScript, Adobe Creative Suite, Design Systems, Google Analytics