

Debie Moran

UX/UI DESIGNER

UX/UI Designer with a background in Space Planning and Supply Chain. My ability to analyze data, attention to detail, and strong problem-solving skills help me to create efficient and effective user-centered designs.

SKILLS SUMMARY

User Interface Design

- Designed graphical elements like menus, tabs, and widgets. Ensured they are visually appealing, accessible, and intuitive for users.

User-centered Thinking

- Transformed requirements into user flows, wireframes, mockups, and prototypes. Worked with product manager, engineers, and other members to create designs that meet user needs and business goals.

Usability Testing

- Conducted usability testing to inform design decisions using Hotjar. Iterated design based on user feedback.

Team player and Collaborator

- Collaborated with product managers, developers, and other stakeholders to create and implement designs for web and mobile.

RELEVANT EXPERIENCE

UX Designer

01.2023 - Present

Freelance | Remote

- Worked with clients to redesign the UX of web and mobile applications to help users achieve their goals. Improved content accessibility.
- Improve and streamline design processes to increase client satisfaction.

UX UI Designer

03.2022 - 11.2022

OnePay Banking App Project | Remote

- Developed a responsive web app for tracking finances, sending money, splitting bills, and making payments.
- Created 25+ high-fidelity screens, prototype iterations, and style guidelines.

Supply Chain Specialist

03.2021 - 04.2022

Loblaws | Brampton

- Implemented continuous process improvement strategies, leading to a reduction of stale date products of 1.9%.
- Managed cross-functional projects and collaborated with multiple departments to improve product flow during Covid19 restrictions.

Space Planning Manager

01.2020 - 03.2021

Loblaws | Brampton

- Designed, planned, and implemented merchandising plans used by millions of clients across Canadian grocery stores.
- Conducted data analysis to determine how to optimize costs and ensure product availability to end users.

UX Designer

03.2018 - 03.2018

Mission Hack, Hackaton | Toronto

- Developed, conceived, and designed a solution to support the formation of healthy habits in close collaboration with project manager and two engineers.

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EXPERTISE

Visual Design

User Research

Wireframing

Prototyping

User Testing

WCAG - accessibility

TOOLS

Figma

InVision

Adobe XD

Illustrator

Maze

Optimal Workshop

Hotjar

Miro

CERTIFICATIONS

Certificate in UX Design

CareerFoundry

2022

UX Design Course

BrainStation, Toronto

2017

EDUCATION

Supply Chain & Logistics Management

Seneca College, Toronto

2013

B.A of Public Affairs & Policy Management

Carleton University,

Ottawa

2012