CHARONNE MOSE
DESIGN MANAGER

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SUMMARY

With over 18 years of experience in UX Design, Visual Design, and Interaction Design, I take a strategic approach to conveying "big ideas" by consistently striving towards the strongest strategic design solution within a rapidly evolving digital landscape. I have a proven record of delivering the highest standards of design excellence resulting in client satisfaction, high conversion rates and award-winning online experiences. I am a successful leader and mentor for design teams with a focus on delivering user-centric design solutions, elevating the skills of designers, problem solving, prioritizing and design management.

UX DESIGN & RESEARCH SKILLS

Interaction design	Journey mapping
Design leadership	Storyboarding
Design thinking facilitation	Wireframing
Sketching	Persona and archetyping
UI design	Competitive analysis
Visual design	Prototyping
Motion graphics	Usability testing
Task analysis	Site mapping

AWARDS

2010 WEBBY Award
2009 WEBBY Award
2009 ADDY

PROFESSIONAL EXPERIENCE

Manager of UX Design I Bloomberg Industry Group I Arlington, VA I 2019 - Present

Manages a team of UX and UI Designers to define user interface, information architecture, interaction design and visual design for Bloomberg Industry Group products across product verticals like Bloomberg Government, Bloomberg Law, Bloomberg Tax, Marketing and Bloomberg News.

Works closely with subject matter experts to target specific business needs and gather user feedback. Leads all UX research and design activities to connect design strategy to business results demonstrating incorporation of testing results in final designs to stakeholders.

Design activities include early conceptualization using an iterative design approach of design thinking principles like whiteboarding, sketching, prototyping and testing. Conducts weekly design reviews with design team to ensure all UI components adhere to the Bloomberg Crescent Design system. Evangelizes the use of user flows, design patterns and journey mapping on new initiatives in a collaborative environment with stakeholders.

Key achievements:
Successfully led a global team in UX and design activities on new initiatives for Bloomberg Tax Software which led to positive feedback and increased sales of the product.

Successfully planned and executed a new Document Management System for tax attorneys using Bloomberg proprietary AI solution.

Manager of UX Design I PENFED I Tysons, VA I January 2017 - June 2019

Managed PenFed's Digital Experience Innovation design team comprised of UX Designers, UI Designers and Researchers. Championed principles of usability and User-Centered Design to advance the UX practice within PenFed.

Led UX design activities for PenFed and sister companies for internal and customer facing financial products including Loans, Savings, Certificates and Credit Cards. Successfully managed all creative tasks for websites, applications and marketing

materials. Accountable for prioritizing and reviewing all deliverables from the design team. Applied design thinking methodologies to facilitate brainstorming, conceptual sketching, prototyping and testing across design, development and product teams.

Key achievements:
Led the implementation of the new PenFed flagship website on a new Adobe Experience Manager platform.

Conducted the successful redesign of the PenFed Foundation responsive website that helps military service members, veterans and their communities with the skills and resources to realize financial stability and opportunity.

User Experience Lead I GEICO I Chevy Chase, MD I 2016-2017

Lead and mentored the digital experience team for GEICO applications by developing creative strategies and assessing the competitive landscape and new AI technologies.

Performed as a trusted advisor on all aspects of the creative process including strategy, ideation, interaction design, visual design, user research, and mobile.

Assisted in project management, the recruitment of team members and new business initiative ideation and planning sessions.

Manager of UX Design I GUITAR CENTER, INC. I Los Angeles, CA I 2011-2016

Managed the user experience design team for Guitar Center and sister companies Musician's Friend and Music 123.

Conducted stakeholder interviews, information architecture, conceptual design wireframing, sketching, high fidelity comps and interactive prototypes. Collaborated with product managers and developers in workshops and reviews in multiple online campaigns and redesigns.

Key Achievements:
Led the redesign of the Guitar Center flagship website which is the number one global retailer of musical instruments in the world.

Led the design efforts of the first Guitar Center native app which is the number one app used to purchase musical instruments in the App store.

Art Director/Senior Designer I **DISNEY** I Los Angeles, CA I 2005-2011

Led the design efforts of all digital content across Disney Family Network. Contributed to the Walt Disney Parks and Resorts Online design team leading flash design and visual design for digital online properties like Walt Disney World, Disney Cruise Lines and Adventures by Disney.

Key Achievements:
Developed the design strategy and motion graphics for the Bay Lake Tower Interactive experience which helped to launch the new resort in Orlando, Florida. This website won a Webby Award for design.

Established Disney's online presence for Disney's new business unit *Adventures by Disney* by designing their first website which led to increase travel bookings for the business unit.

EDUCATION
Georgetown University - Pursuing Professional Masters in Business Intelligence
Kaplan University - Bachelor of Science in Business - Summa Cum Laude
Fashion Institute of Technology - Associate Degree in Design/Pattern Technology
Santa Monica College - Certificate of Interactive Media and Graphic Design

TECHNICAL SKILLS

Sketch App	Adobe Creative Suite
Invision App	Axure
Miro	Usertesting.com
Photoshop	Dovetail
Principle	Optimal Workshop
Figma	After Effects