

RUSSELL MOORE

Senior UX / UI & Graphic Designer | www.russell-moore.com

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SUMMARY

Whether its e-commerce implementations, fully interactive websites, animated social components, comprehensive brand-building or an innovative email campaign, my approach is to unify business strategy with functionality, while delivering all information in an easy-to-use and engaging way.

WORK EXPERIENCE

Lead UX Engineer | [Invata Intralogistics](http://www.invata.com) | Conshohocken, PA | 2019 - 2023

I re-branded & redesigned their website to showcase new technologies and products scheduled to launch. My role also included building social media campaigns, emails and comprehensive presentations for industry trade shows.

- Increased website traffic through cleaner, simpler navigation.
- Created signage and multi-media touchscreen presentations, advertisements and registration websites for several industry trade shows. (At MODEX 2020, Invata was named "Standout Exhibitor.")
- Developed the concept and storyboards for Invata's first Company Anthem Video.
- Redesigned, programed and maintained client micro-sites that monitor operations and workflow.
- Designed and produced social media content, articles and HTML emails.

Senior Interactive Designer | TJX Companies, Inc. | Framingham, MA | 2009 - 2019

As Senior Interactive Designer for the Marshalls Creative Department, I escalated our web presence and marketing emails. I was among the first TJX pioneers to venture into social media. Additionally, I helped establish the TJX Rewards Program and overhauled our Public Relations media website.

- Created and produced innovative paid and organic social media campaigns for Facebook and Instagram.
- Oversaw editing and production through final release.
- Delivered compelling visual campaigns and templates for Pinterest and Snapchat.
- Developed technical solutions which allowed for seamless and timely back-end production.
- Met and often exceeded rigorous deadlines for time-sensitive projects.
- Devised and produced award-winning video content.
- Trained and managed creative members as they developed into essential teammates.
- Provided regular seasonal updates to Marshalls website & flash-based virtual store map.
- Designed and developed email templates that could be modified to incorporate varying content.
- Produced HTML email campaigns based on seasonal signage.
- Created original fan pages for the Marshalls brand.
- Designed the Marshalls & T.J.Maxx PR media sites and seasonal emails for the press.
- Developed multi-media pages & banners to align with seasonal campaigns.

Senior Interactive Director | Niteo Partners | Boston, MA | 2005 - 2007

As Senior Interactive Director, I was the in charge of a team of 20+ developers and freelance designers. I also acted as liaison for the production work we were doing for Arnold Advertising.

- Evaluated all projects, developed estimates and assigned staff/contractors to projects.
- Designed & initiated a workflow process that allowed contractors and Arnold Advertising to review work at incremental stages, increasing the efficiency and productivity of the agency.
- Designed and programmed templates for a team of 20 backend developers to build ticketsnow.com app.
- Resigned & improved the navigation, visual style, and branding of the Niteo website.
- Developed a multi-media microsite for Royal Caribbean Cruise Lines website with Arnold Advertising's assets.
- Corporate accounts include: Ticksnow.com, Arnold Advertising, Royal Caribbean Cruise Lines and Celebrity Cruise Lines.

Founder | underscore.tv | Boston, MA | 2000 - Present

Underscore.tv creates custom WordPress Website solutions, Social Media Content, Presentations/Marketing Tools and Videos for today's modern Artists/Creators.

Senior Interactive Designer | CGN Marketing & Creative Services | Boston, MA | 1997 - 2000

I was the lead web designer and also managed the Interactive Production Department, a team consisting of 10 associates. I worked on all projects, from the design stage to final completion.

- Analyzed client needs and implemented innovative solutions and design options based on disparate needs.
- Designed, programmed and maintained website for all CGN clients.
- Hired, trained and mentored interns in both web development and multi-media design.
- Clients included: CompUSA, Massachusetts Travel & Tourism, Chevy Chase Bank, ProPlayer.

TECHNICAL SKILLS

User Experience Design (UX), User Interface Design (UI), Photoshop, Illustrator, InDesign, Figma, Adobe CS, Typography, PHP (WordPress, Drupal), JavaScript, CSS, HTML5, Web Content Accessibility Guidelines (WCAG), Content Management Systems (CMS), Implementing Responsive Designs, Cross-Browser Compatibility & Testing, SEO, Working & Collaborating with in a Team, Ability to Communicate with non-technical team members

EDUCATION

BFA in Industrial Design | Rhode Island School of Design (RISD) | Providence, RI | 1994

AWARDS

- Modex 2020 "Standout Exhibitor": Invata Intralogistics
- IHAF Award Gold 2016: TJX Anthem Video
- IHAF Award 2015: Marshalls Holiday Email Campaign
- National Parenting Publication 2008: onetoughjob.com
- MIMIC Award 2002 - Best Design of year: carolkaplanphoto.com
- WebAward 1999: proplayer.com