Andy Moore
work samples

Andy Moore

Role:
Digital Design and Development Subject Matter Expert

I lead a multi-disciplined team of Web and SharePoint developers, UX/UI designers, UX architecture, and Technical QC for Chevron's in-house creative agency.

Our office is a Managed In-house Agency, and my team consists of almost a dozen contracted staffers.

We deploy the tactical project delivery for a variety of service lines to the global Chevron enterprise both to departments & employees including:

- Chevron intranet sites
- SharePoint 2010 and Online sites
- externally-facing websites
- Chevron corporate internal email newsletters
- multimedia computer based training courses
- Technical QC for the full suite of web operations
- Custom apps & Learning Management System admin

In my role as lead SME, I produce internal & external site IA, website and server architecture, user experience design, sitemapping, wireframes, mockups, and prototyping.
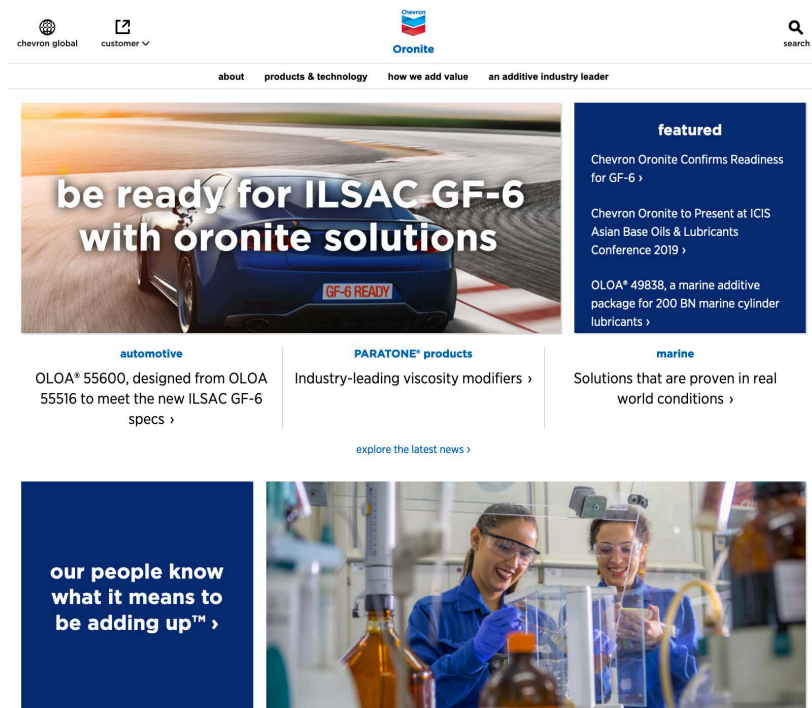
Oronite.com
A B2B web site and sales portal for Chevron's global lubricant brands.

UX Architecture & Design Stack:
Whiteboard
Pencil & Paper
Omnigraffle
Sketch
Microsoft Excel
Adobe InDesign
Adobe PhotoShop
Adobe Illustrator
Adobe XD
Visual Studio Code

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UX architecture case study

Fidelity Wealthscape℠

As one of six design leads on a $12MM application design effort, I led the UX and development prototype sprints to merge two fully-separate existing asset management platforms into an integrated united experience.
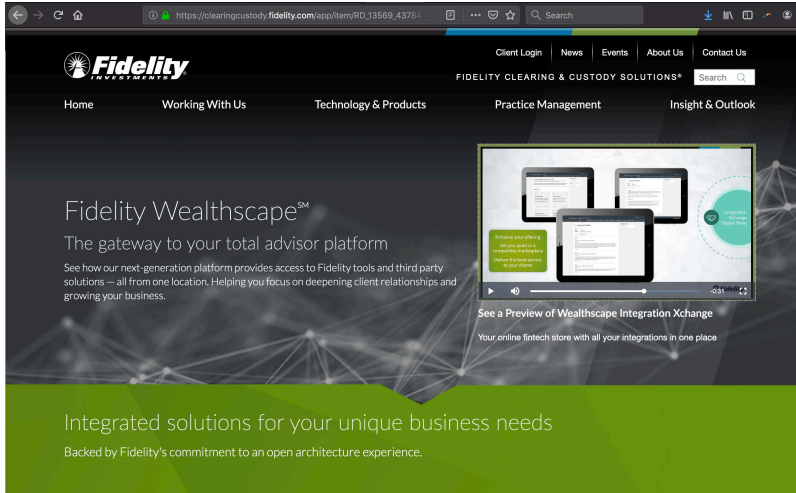
I led the team's concept and requirement gathering, user experience design, whiteboarding, and led our agile meetings as we developed a coded full prototype for use in handing to the firm's applciation team to deploy.
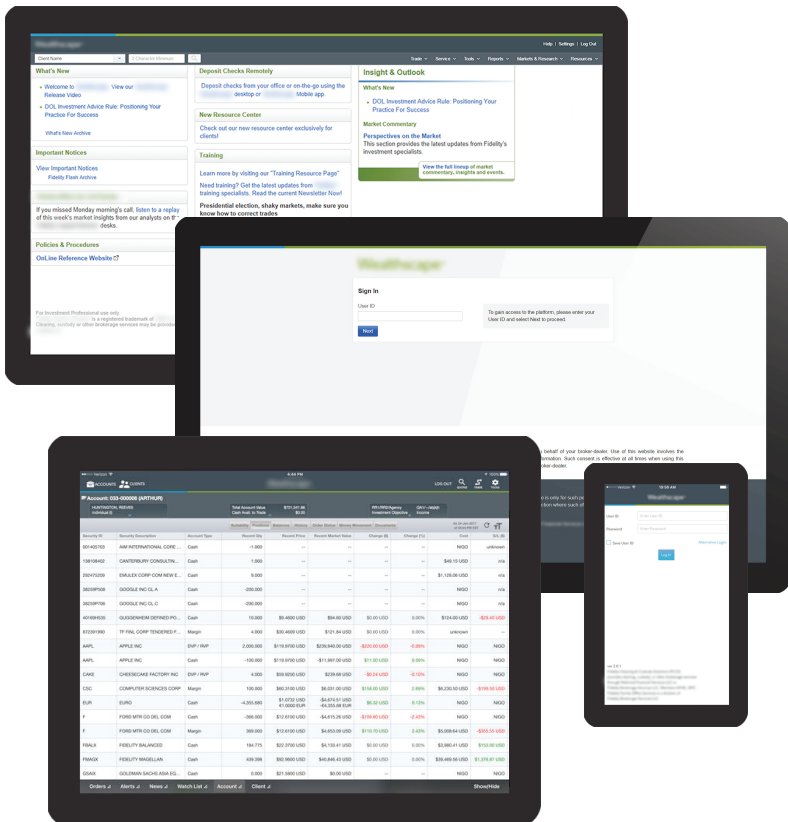
Client:
Fidelity Investments
Boston, Massachusetts

As an embedded contractor, my role as Design lead and UX Architect bridged managing employees from multiple vendors and the client's staff.

I commuted weekly to Boston to sit with my UX Design and development team.

https://clearingcustody.fidelity.com/app/item/RD_13569_43784/technology-wealthscape-investment-retirement-products.html

UX Architecture & Design Stack:
Whiteboard
Pencil & Paper
Omnigraffle
Sketch
Microsoft Excel
Adobe InDesign
Adobe Illustrator

Major Duties:

• Compiled and presented monthly SU2C.org site analytics reports for executive team comprised of Google Analytics, YouTube, Twitter and Facebook stats.

• Created graphic design elements using international brands such as MLB, SONY, ABC, NBC, CBS, and FOX.

• Hand-coded embedded CSS & HTML content, per campaign specifications.

• Implemented deployment in a Drupal CMS environment.

• Scheduled and published all site content, updates and press releases at regular intervals.

• Live support & site updates during MLB World Series & All-Star Weekend,

Web Content Manager for *Stand Up To Cancer (SU2C)* - a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, established by a group of media, entertainment and philanthropic leaders whose lives have been affected by cancer in significant ways.

Managing content for an organization with over one million social network connections and tracking over $10,000,000 dollars in donations month to month was a challenging, personal way to help fight such terrible disease,

My role included creating on-brand design of site elements, landing pages, social media content, marketing and press materials, and content for the web store and donation site.

I was responsible for publishing all content on the website on our publication schedule, and monitor any other postings by celebrities, donors, and supporters.

It was thrilling to work for SU2C in conjunction with some of the major entities in the entertainment world in such a conceptual, promotional and technical way.

One special highlight was publishing a social widget I designed for MasterCard during game 3 of the 2009 World Series after the LIVE television commercial aired. Chills!

Links:

http://su2c.org

http://m.mlb.com/video/topic/0/v7107355/

MLB/Mastercard/SU2C widget:
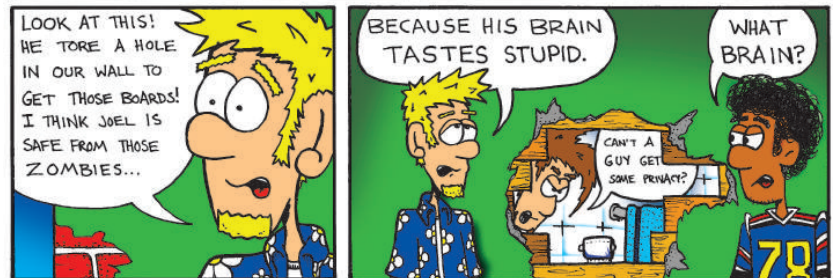
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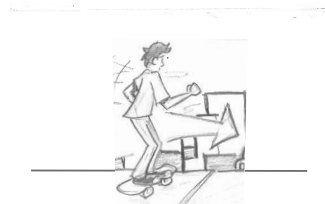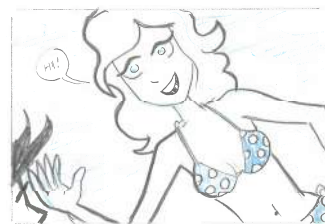## work samples: Illustration

MST3K officially-licensed art

I absolutely love Illustration! The way an intricate concept can be displayed so quickly is almost magic. This skill set has helped me translate ideas into production time after time!

Flying Fortress Inked Comic Book Cover

Don't Panic! Comic Strip

Music Video Storyboards

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Major Duties:

• Led team of staff to interact with website developer to fully relaunch updated cosmo.org website

• Designed and fabricated spacecraft replica interiors for Apollo and Space Shuttle landing simulators

• Digitized NASA archival documents for use in museum exhibitions

• Planned and created exhibit designs for space museum

• Worked on replica and actual flown spacecraft via the Smithsonian Institute.

• Created sets for National Geographic Television filming

• Partnered with Space Center Houston on shared exhibit designs

• Worked directly with NASA media services for design assets

• Built and decorated Space Camp consoles and mission materials

Creative Design Manager for The Kansas Cosmosphere and Space Center. In my first position after college, I quickly immersed myself in the great variety of marketing, technical and production needed to help promote, maintain and grow one of the world's most recognized air and space museum.

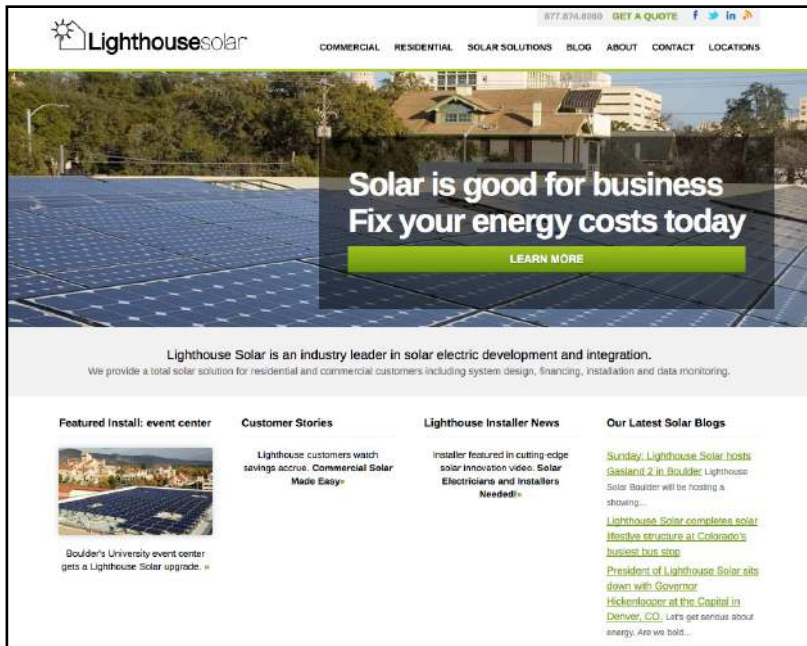It was amazing working in a graphics studio next to Apollo 13!

Links:
http://www.cosmo.org

Major Duties:

• Corporate Branding and advertising for national franchise of residential solar installers

• UI/UX designs for digital sales app.

• Prototyped iPad sales apps with dev team for solar installation team

• Created print and digital point of sale and customer information material.

• Web content/blog content and full website redesign.

• Technical documents for solar panels designed to exact engineering specifications.

• Designed branded merchandise

Links:

http://www.lighthousesolar.com

http://www.lumossolar.com

Art Director for Lighthouse Solar & LUMOS. I created branding and marketing at a start-up residential & commercial solar installation franchise based in Boulder, Colorado.

One special design highlight was developing a hyperlinked sales brochure uniquely for the iPad that would function on any mobile device, PC and in print from the very same InDesign file!
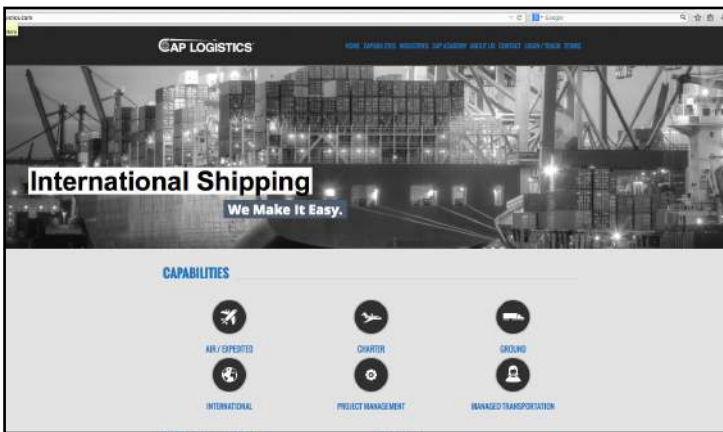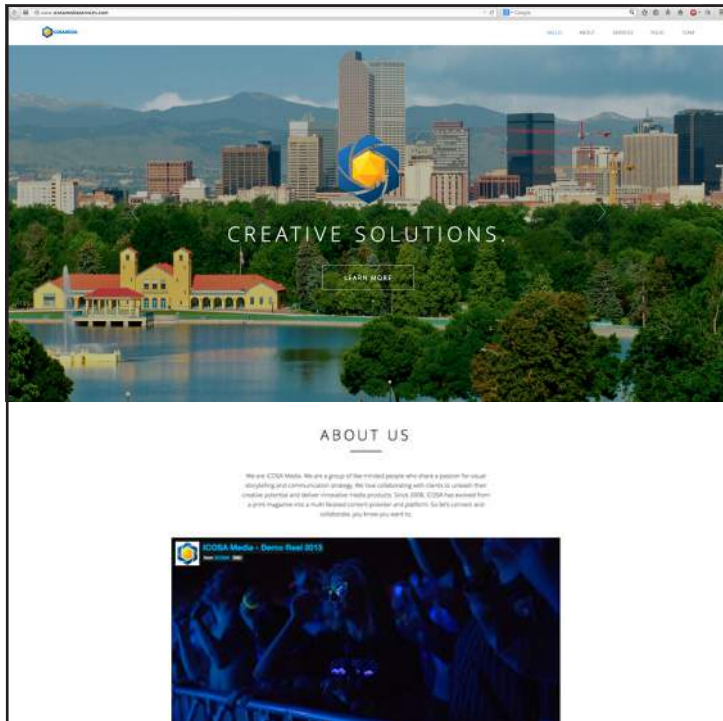
Lead Designer for *ICOSA Media.* At this full-service media house, I would design anything from full corporate branding to storyboards for video productions.

Using skills ranging from print magazine layout to digital vectors for videos, we met our goals with flair & speed.

A highlight at ICOSA was watching the Orbital Sciences ORB-1 rocket launch carrying Story Time From Space books to the International Space Station, and editing HD footage direct from the station into our videos!

Story Time From Space:
Project Video Opening Sequence

Major Duties:
• Design web sites, landing pages, and social media content for clients.

• Create advertising and marketing print, digital and social content for international logistics companies.

• Art direct, paginate and publish quarterly ICOSA Magazine in print and digital version.

• Supply video graphics (vector After Effects files, title slates, and lower thirds) to video production staff.

• Storyboard creation for television advertising, music videos, and corporate informational content

• Provide content and usage analytics for wide range of customer and client web site data.

Links:

http://www.icosamediaservices.com

http://www.caplogistics.com

http://www.storytimefromspace.com

Major Clients:

CAP Logistics
Story Time From Space
Manufactured Superstars
Colorado Business Roundtable
SIM, the Society of Information Managers
Biennial of the Americas