


# RUSSELL ERIC MOORE

## Senior UX/UI Designer

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## Summary

Highly experienced UI/UX design and development professional with 20+ years in the marketing and advertising industry. Extremely skilled and fully verse in Digital Strategy, Corporate Identity, User Experience (UX), User interface (UI), Integrated Marketing, Direct Response and General Advertising. Fluent in strategy and activation, large-scale campaign ideation, success metrics & KPI. Adept at formulating and managing high-value brand campaigns and programs, optimizing all marketing and sales opportunities.

## Experience

### Senior UI/UX Designer Invata Intralogistics

2023  
|  
2019

Invata Intralogistics designs, implements, & supports automated distribution centers with expertise in the movement/storage of data as well as the movement/storage of goods.

- Comprehensively redesigned corporate website from the ground up. Post-launch, user time on page increased by 160% and form submissions increased 500%.
- Redesigned, programed and maintained client micro-sites which monitored and recorded warehouse operations in real time.
- Created a super-hero themed multi-media touchscreen kiosk, digital ads & registration landing pages for the MODEX trade show. Invata was named "Standout Exhibitor."

### Senior Designer The TJX Companies, Inc.

2019  
|  
2009

TJX is the leading off-price apparel and home fashions retailer in the U.S. & worldwide, with four global home offices, seven brands and nearly 4,700 stores in nine countries.

- Designed and coded Marshalls first responsive HTML email campaigns, which vastly exceeded their record for the most open and click-through rates.
- Concepted and produced Marshalls organic posts, earning the company's highest social media metrics.
- Proved to brand that our organic posts were more successful than our external agency was producing, winning the \$2MM+ Paid Social media campaign for the internal creative department.
- Helped establish the TJX Rewards Program designed and charted all possible user case scenarios for the initial version of the Rewards website.
- Co-created and co-produced IHAF Gold award-winning video for the TJX Companies.
- Closely trained and managed multiple creative members, helping them develop into productive and essential teammates.
- Often exceeded rigorous deadlines for all time-sensitive projects.

## Additional Experience

Full-Time Senior Interactive Designer for multiple advertising agencies in the Boston area, including: Niteo Partners (formerly Zefer Interactive), CGN Marketing & Creative Services, V Design Studios, 360 Communications, Small Army and GoFish! Design.

## Education



**Rhode Island School of Design**  
Industrial & Product Design

## Expertise

User Experience (UX)  
User Design (UI)  
Graphic Design  
Wireframing  
Prototyping  
Metric Analysis  
Cascading Style Sheets (CSS)  
Front-End Development  
HTML / JavaScript  
Motion Graphics  
Video Editing  
Project Management  
Agile / SCRUM

## Software

Adobe Creative Cloud  
Figma / Sketch / InVision  
MS Office / Teams  
Google Workspace  
WordPress / MYSQL

## Awards

