

# Lucie Moses / Lumo Design

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Berkeley, CA

## PROFILE

Freelance visual interface designer with over twenty years of experience designing digital products.

## SKILLS

- Product Design, Art Direction, Visual design, Interface design, UX, Research, and Iconography.
- Proven ability to create simple and elegant designs with intuitive user interfaces.
- Excellent at collaborating with clients, product teams and engineering to deliver solutions on target, on time and on budget.
- Tools of choice: Figma, Bohemian Sketch, Adobe Creative Suite, Keynote
- Native French speaker. Fluent in English

## CONSULTING / FREELANCE WORK EXPERIENCE (2003 - Present)

- 2020 -21      **BD** (Medical Product Company) – Product Designer  
Created R&D prototypes of medical digital products in collaboration with BD’s Strategic Innovation group
- 2017 - 20      **Catalyst Innovation Partners** (UX Web Agency) – Visual and UX Designer  
Client: Ubisoft. Redesign of main website (ubisfot.com) for this leading Video Game company.
- 2016 - 20      **Futuredraft** (Digital Design Studio) – Visual and UX Designer  
Client: GE. Change Healthcare. Redesigned software interface (visual and UX design). Conducted user research.
- 2018 - 19      **Enstoa** (Construction Management Software) – Product Designer / Visual Designer  
Designed interface for suite of Web tools to manage the schedule, budget and management of construction sites.
- 2014 -15      **Facebook** – Contract Product Designer on Ads & Pages  
Involved in every aspect of the product development process, from brainstorming features, conducting user research and prototyping concepts, down to documenting detailed specifications and optimizing graphics.
- 2014           **Jut** (Data Analysis Startup) – Visual Designer and Product Designer  
Designed look and feel for enterprise IT web-based tool. Helped develop custom Bootstrap theme to implement design. Created branded suite of icons. Wireframed flows to define user scenarios.
- 2012 - 13      **GE** (Multinational Conglomerate) – Visual Design Lead  
Worked at GE’s UX Center of Excellence on a variety of projects, primarily GE Predix.
- 2012 - 13      **Abbott** (Health Care Company) – Visual Design Lead  
Established look and feel for suite of software for the management of diabetes.
- 2012           **Electronic Arts / SimCity** (Video Game Studio) – UX Designer  
Worked on "pre-game" interface (i.e. the screens BEFORE launching the game,)
- 2010 - 11      **Cooper** (UX Agency for Web and Digital Devices) – Visual Designer  
Clients include Perforce Commons (web-based tool bringing version control to a non-engineering audience), Thomson Reuters and Citrix.
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- 2005 - 09     **Adaptive Path** (UX Web Agency) – Visual Design Lead  
Clients include New York Life (suite of websites for managing 401K accounts), Citysearch (local businesses reviews), UCSF Medical Center (main hospital and pediatric hospital) , MyThings (website and logo).
- 2009           **Electronic Arts / Spore** (Video Game Studio) – Web Designer (maternity leave replacement)  
Developed interfaces and visuals for several new sections of spore.com and Spore's in-game browser.  
Game iconography for Spore Galactic Adventures, the first expansion pack for the award-winning PC game.
- 2008           **Hot Studio** (Web Design Agency) – Visual Design Lead  
Clients include Nexant (solution platform for sustainable energy), smallaa.com (social network), Cisco
- 2007 - 08     **Google** – Freelance Illustrator & Designer  
Created illustrations and interfaces for a suite of Google Gadgets for the Google Desktop. Prototyped interfaces for R&D projects related to Google Maps.
- 2007           **San Francisco Chronicle** (Newspaper) – Visual Design Lead  
Redesigned SFGate.com in collaboration with Studio Sungo.
- 2003 - 04     **Classroom Connect** (Instructional Programs for Teachers) – Visual Designer  
Redesigned corporate website. Worked on interface of instructional web-based software.

#### SALARIED WORK EXPERIENCE (1996 - 2001)

- 2000 - 01     **Bigstep** (Website Building Tool) – Visual Interface Designer
- 2000           **Phoenix Pop** (Web Design Agency) – Design Director  
Led visual design of LeapTrack, an educational product by LeapFrog. Conducted user testing with teachers.
- 2000           **Epicentric** (Software Startup) – Director of User Experience  
Designed the 2.0 and 3.0 user interface of Portal Server, an infrastructure software for building highly personalized portal-like web sites.
- 1998 - 99     **Interactive Bureau** (Web Design Agency) – Design Director  
Clients include Microsoft, MindHealth, Linuxcare, GayNet
- 1996 - 97     **CNET** (Online Media Company) – Junior to Senior Designer  
Worked on NEWS.COM, CNET.COM, download.com, activex.com, events.com, chat.com, and Snap!

#### EDUCATION

- 1994 - 95     **Parsons School of Design** (New York, NY)  
Communication Design Department, one year on special grant from City of Paris
- 1991 - 94     **Ecole Supérieure d'Arts Appliqués Estienne** (Paris, France)  
BFA in Communication Design (BTS d'expression visuelle)