

# Ansley Moeller

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An innovative, curious, and detail-oriented UX Designer, with a Certificate in UX/UI Design from the Georgia Institute of Technology, known for delivering creative and modern design solutions. Demonstrated project management capabilities and a strong commitment to creating accessible digital products from concept to execution, all infused with a lively and engaging personality.

## Technical Skills

Figma, Miro, InVision, Adobe XD, HTML, CSS, Bootstrap, JQuery, GitHub, User Research, Decision Flow Diagrams, Interviewing, Conducting Surveys, Persona Creation, User Journey Map, Empathy Map, Storyboarding, Wireframing, Prototyping, Color Theory, User Flow, Heuristic Evaluation, Annotations, Card Sorting, Sitemap, Typography, Interaction Design, Iconography, Information Architecture, Five Second Usability Test, UI Style Tile, UI Style Guide

## Projects

### **Closeouts For Less Redesign | <https://www.closeoutsforless.com/>**

Redesign the website layout, graphics, and imagery to align with the new brand resulting in a 46 second decrease in the time it took a user to find a product and add it to their cart.

- Tools: Figma, Zoom, WIX, and Google Drive.

### **Non-Profit Redesign Project | [https://bit.ly/drawchange\\_redesign](https://bit.ly/drawchange_redesign)**

Led a team of three in redesigning a non-profit platform to boost donations and volunteer engagement, resulting in a 14-second reduction in donation form search time.

- Tools: Figma, InVision, Miro, Zoom, Trello, and Google Drive.

### **Greecycle: Recycling Mobile App | <https://bit.ly/greecycle>**

Collaborated on a recycling app project, reducing the search time for the Rewards page by 16 seconds through user research, ideation, and prototyping.

- Tools: Figma, Miro, Zoom, Trello, and Google Drive

### **Design and Development Portfolio Project | <https://bit.ly/designanddevelopmentproject>**

Embarked on a portfolio design and development project to gain familiarity with HTML, CSS, JavaScript, and Bootstrap, creating a showcase that reflects my evolving skills in crafting engaging digital experiences.

- Tools: Figma, InVision, Zoom, HTML, CSS, JavaScript, Bootstrap, GitHub, Visual Studio, Google Drive

## Work Experience

**Closeouts for Less** March 2024 - Present  
**Volunteer Web Designer** Acworth, Georgia

- Developed and showcased the campaign's platform in a visually compelling style, effectively driving conversion of viewers to supporters to donors.
- Crafted a professional and inviting website tailored to engage potential volunteers, donors, and voters within designated districts.

**Closeouts for Less** August 2023 - Present  
**Freelance UX Designer** Dallas, Georgia

- Redesign the website layout, graphics, and imagery to align with the new brand.
- Analyzed the competitors' websites and branding strategies to identify gaps and opportunities.

**A&M Enterprises Inc** March 2020 - Present  
**Administrative Assistant** Dallas, Georgia

- Demonstrated strong leadership by providing vital support to multiple teams, ensuring project completion and assisting team members proactively.
- Conducted research and prepared sales and inventory reports, showcasing analytical skills.
- Managed phone calls with professionalism and exceptional customer service, addressing user pain points empathetically.

**Walt Disney Company** January 2018 - June 2018  
**Guest Research Specialist** Lake Buena Vista, Florida

- Gathered and validated user insights through data collection.
- Collaborated across locations to gather and analyze data, providing insights to inform business strategy.

## Education

**Boot Camp Certificate: Georgia Institute of Technology, Atlanta, GA** June 2023  
An intensive 24-week long boot camp dedicated to UX/UI Design.  
Proficient in Figma, Miro, InVision, Adobe XD, HTML5, CSS, User-Centric Design Research, Visual Prototyping, Wireframing, User Interface Development.

**Course Certificate: Interaction Design Foundation, Atlanta, GA** July 2023  
A two month course learning about accessibility in design:  
"Accessibility: How to Design for All."