

SKILLS

Content Design & Narrative Development | Developmental Editing, Narrative Frameworks, Strategic Messaging, Audience-centered Communication

UX Research | In-depth Interviews, Usability Tests, Contextual Inquiry, Surveys, Heuristic Evaluation, Affinity Mapping, Journey Mapping, User Flow, Personas

UX Design | Wireframing, Prototyping, Information Architecture, Product Management, Agile Development

Tools | Figma, Miro, Optimal Workshop, Google Workspace, Microsoft Office Suite

SELECT PROJECTS

PetCode | Volunteer UX Researcher & UX Writer | Web app development Jan 2023 - Aug 2023

- Synthesized research findings into strategic narratives that informed product and design decisions.
- Collaborated with designers, product managers, and stakeholders to translate insights into clear communication artifacts and presentations.
- Redesigned onboarding flows, button labels, and profile microcopy for a municipal shelter web app, reducing cognitive load for users of varied tech literacy.

General Assembly's Financial Literacy Hackathon | UX Researcher | SaaS feature Aug 2023

- Advocated product strategy shift from a B2C app to a SaaS feature by analyzing feedback from in-depth interviews.
- Improved feature accessibility by conducting usability tests with diverse participants.
- Won 1st place in category.

Research Bookmark | UX Researcher | Primary research Apr 2022 - May 2022

- Partnered with volunteers to conduct one-on-one interviews with 15+ UX researchers, capturing the discrepancies of access to professional resources in 9 countries across 3 continents.

Dashible | UX Researcher | iOS app redesign May 2021 - Jun 2021

- Delivered 32 prioritized UX recommendations by leading 2 teammates through Nielsen's 10 usability heuristics to reduce user friction in the app's onboarding and loyalty rewards flows.
 - Reduced click errors by 96.4% by utilizing usability testing and semi-structured interviews.
 - Dashible committed to shipping 90% of suggestions in their Q3 2021 iOS and Android updates.
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PROFESSIONAL EXPERIENCE

FLEX College Prep | Cupertino, CA — *College Essay Instructor* Jun 2023 - Present

- Guide students through a structured storytelling process to develop compelling narratives for high-stakes admissions audiences.
- Translate complex life experiences and ideas into clear story frameworks that communicate impact, values, and personal voice.
- Deliver developmental editing and strategic feedback that strengthens narrative clarity, structure, and persuasive messaging.
- Facilitate workshops and one-on-one coaching sessions that help writers identify core themes and refine their message for specific audiences.

Darran Moore | Remote — *Freelance UX Researcher*

Sep 2022 - Jan 2023

- Performed UX research services for clients and collaborated cross-functionally with design, engineering, and product teams to make data-driven decisions.
- Recommended a 7-point product strategy for a veterinary app after analyzing interviews, card sorting, and surveys.
- Conceptualized user flows for a wellness app's voice user interface.

FLEX College Prep | Los Altos, CA — *College Essay Specialist (contract)*

May 2014 - May 2017

- Partnered with students to develop authentic narrative strategies for competitive admissions contexts.
- Provided developmental editing that improved story cohesion, thematic clarity, and audience resonance.
- Designed repeatable frameworks for guiding writers through ideation, drafting, and revision stages.
- Produced structured editorial feedback that helped writers translate complex personal experiences into compelling written narratives.

EDUCATION

UX Design Certificate — General Assembly | Remote

Bachelor of Arts in Biology; Minor in Africana Studies — Williams College | Williamstown, MA