

Tasha Moreno, MA

I am a detail-obsessed, analytical UI UX Designer with a strong blend of expertise in Psychology, UX Research and Design, including recent work leading the UI UX of RE/MAX HQ's enterprise software servicing 120K users monthly.

Experience

RE/MAX, LLC, Denver, CO | April 2019 - PRESENT

UI UX Engineer II

Lead the UX design and research for RE/MAX Global HQ's internal technology and customer-facing sites, in addition to the re-design and launch of mottomortgage.com. Collaborate with product managers, software developers and stakeholders early and often to prioritize feature development. Manage scrum ceremonies for the UX team.

Freelance, Denver, CO | January 2016 - December 2019

UX Designer and Researcher

Implemented end-to-end UX design processes for multiple projects by identifying user needs via research, gathering requirements from business, and delivering user flows, IA documentation and low to high fidelity design artifacts.

Helix, Denver, CO | March 2018 - March 2019

Product Designer

Gathered and evaluated user requirements in collaboration with product managers. Communicated designs using wireframes, prototypes, and flows. Defined process for design to dev handoffs and QA implementation. Lead user research initiatives and developed design systems documentation to improve consistency. Participated in a cross-disciplinary mentoring program as a mentor.

HumanCode, Denver, CO | October 2017 - March 2018

UI/UX Designer

Conducted user research to identify pain points and provide suggested solutions in an agile environment. Specialized in the mobile design of 2 iOS apps for interpreting your DNA results. Curated the marketing design for banner ad campaigns and social media.

ACES, Colorado Springs, CO | August 2010 - September 2017

Area Director

Managed 40+ staff, conducted behavior analysis. Increased client numbers by 20%.

UCCS & UW, Colorado Springs, CO | September 2005 - May 2010

Research Associate

Conducted quantitative & qualitative research across 3 departments and 2 universities.

Denver, CO 80211

(719) 272-1718

tasha.userx@gmail.com

[LinkedIn](#)

tashamoreno.com

password: Welcome2mysite

Education

MA - Psychology

University of Colorado at CS

Certifications

UX Design

Springboard, Online

Board Certified Behavior Analyst

Florida Institute of Technology

Expertise Areas

Psychology - 11 years

Interviewing, behavior analysis, ethnographic observation

Research - 7 years

Qualitative and quantitative analysis, user research methods

Management - 4 years

Managing projects, employees, and mentoring junior level designers and engineers

Visual Design - 3 years

Brand identity, style guide, system design, testing & iteration processes