

Jacquelyn Moore-Hill

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Summary

Collaboration, cross-functional alignment, and solutions grounded in the voice of the customer are the pillars of my leadership style. Strategic innovation and compelling storytelling are what I deliver. Pairing 5+ years of digital product design and strategic analysis with 15+ years as an entrepreneur, creative director, and solutions architect, I create transformational growth and intuitive experiences by challenging ambiguity and pushing beyond problem-solution fit.

Expertise

Leadership

Strategic Analysis
Cross-functional Alignment
Feature Road Mapping
Workshop Facilitation

Product Design

UX, CX, UI & Service Design
User Flow Optimization
Prototypes and Technical Specifications
Figma, Sketch, and Adobe Suite

Research

Qualitative Interviews
Quantitative Surveys
Test Plans
A/B, Usability, and Remote Testing

Product and Graphic Design UX/UI

USA Today

Projects: E-newspaper Testing, Health & Wellness innovation, VOC Initiative, and Sports research

- Led user experience and product design initiatives to enhance newsroom workflows through discovery and product development grounded in design thinking methodologies.
- Developed cross-functional solutions centering UX metrics, business requirements, and user-centered design.
- Guided and trained team in effective presentation, collaboration, and testing methods.

Key Initiative 1: VOC

Cross-functional initiative to address top customer service pain points

Key Initiative 2: BLISS

Strategic roadmap, discovery, and design, for a new "Health and Wellness" subscription product

Senior Experience Designer

07/2023 – 04/2024

Impact

- UX audit of user flows, the digital ecosystem, and institutional roadblocks impacting Sign In on mobile, App, and web.
- CX solutions for 20K+ customers plus Q1-Q4 Roadmap.
- Strategic recommendations for acquisition and engagement of 14M new target segmentation.
- A la carte vs. bundled subscription pricing analysis.
- Developed Hi-fidelity prototypes for presentation to design leadership.

DirecTV-AT&T

Projects: Signal Saver Get Connected, Gemini Air Unboxing, Residential and commercial UX updates

- Led cross-functional projects for satellite and stream products.
- Delivered comprehensive wireframes, design specifications, and user flows scalable for interconnected residential and commercial devices with differing 30-year manufacturing capabilities.
- Gemini Air Stream product launch: designed out-the-box setup and troubleshooting user flows.
- Created insight driven solutions for immediate needs and phased redesigns for future roadmaps.

Key Initiative: Get Connected

Led cross-functional team in optimization of "Get Connected" user flows and troubleshooting.

Lead UX Designer - Contract

04/2022 – 04/2023

Impact

- Initiative developed to lower customer care calls by 30%.
- Updated all user flow screens, OSDs (On Screen Displays), remote entries, and troubleshooting screens.

Audible - Amazon**Senior UX Designer - Contract****10/2021 – 03/2022**

Projects: Explore Audible with Alexa

- Completed discovery, testing, user research, and feature recommendations for VUI speaker conversion hypothesis.
- Collaborated with cross-functional partners: product, marketing, UXR, and Alexa VUI, to refine designs.
- Created test plans, wireframes, prototypes, recommendations, launched user tests, and synthesized data.

Key Initiative: Explore Audible w/ Alexa**Impact**

- Created a marketing campaign targeting 14.8M Alexa users.
- Roadmap to grow Audible membership from users listening on 2+ Alexa devices by 33% listening hrs.
- Provided new feature recommendations.

Tulane University**Product Design Lead****08/2020 – 02/2021**

Projects: NIH grant submission for the Graduate School of Social Work

- Supported NIH submission with UX discovery and product development of a mobile App to prevent and detect suicide ideation in 10–18-year-old African American youth.
- Competitive analysis, ethnographic and user research, surveys, and journey maps for 600+ AA youth.

Key Initiative: Grant Submission

Created a roadmap for product development, research, testing, content strategy, and success benchmarks

Impact

- Presented initial discovery findings and product design requirements to faculty leadership and community partners.
- Delivered design artifacts.

JQLYN and Co. Graphic Design**Owner and Creative Director****01/2015 – 01/2020**

- Developed and designed digital watercolor wallpaper and fabric for residential and commercial sale.
- Developed firm's initial pitch offerings, brand story, and market share to launch e-commerce collection.

Awards: IFDA**Features:** Interior Design Magazine
Dominomag.com, 2.14.18

- IFDA Best Wallcovering Architectural Digest Show
- *"Fabric + Wall Covering" Fall Market 2018*
- *"The New Nature-Inspired Wallpaper You'll be Loving"*

Interior Design

JMH Interior Design**Founder and Principal Designer****04/2012 – 01/2020**

Projects: Brooklyn Triplex, 5,000 sq. ft. duplex renovation, 2,000 sq. ft. Renovation, 1,200 sq. ft. Townhouse

- Managed interior design team from concept to installation: space planning, finish and furniture selection, presentations, custom furniture and millwork, and construction management.
- Collaborated with architects, fabricators, contractors, landscapers, and obtained MEP, and LEED certification.
- Acquired new clients; meetings, presentations, shopping trips, budgets, and Co-op Board/HOA approvals.

Features: NY Times 12.2.10**Features:** Business of Home

- *"A Design Competition Yields Three New Apartments"*
- Traditional Home & Bilotta Kitchen, 8th Annual *"Art of the Table"*

Sanchez + Coleman**Senior Interior Designer****03/2013 – 01/2014**

- Primary contact for national and international residential and commercial interior design projects.
- Led interior design, FF&E, home accessory. Managed designers, stylists, and interns.
- Designed Christopher Coleman boutique; point of sale + kiosk customer architecture.

Education

Flatiron

Graduate, Product Design, 2021

Parsons School of Design

AAS, Interior Design, 2007

Middlebury College

BA, Political Science, 2001

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