

Griffin Moore
mail@griffinmoore.com
+1 716-485-3094

Delighted

Senior product designer
Oct 2016 – Oct 2024

- Designed, as sole designer, new Surveys product for building custom surveys with built-in visual reporting
- Designed new features and improvements for CX survey app (NPS, CSAT)
- Built and maintained Surveys frontend component library
- Oversaw development process, initiated “Design review” process to verify each feature is up to standard before going to production
- Mentored a Product manager towards a junior design role
- Worked with Engineering and Product management to build quarterly company roadmap, proof proposals, and apply scope estimates

Treehouse

Lead mobile designer
Jun 2012 – Aug 2016

- Designed Treehouse for iOS and Android, app for learning to code through videos, quizzes, and code challenges
- Designed Treehouse Review, iPhone app for learning fundamentals
- Worked closely with mobile engineers to ensure quality interactions
- Prototyped mobile app animations and produced sound effects
- Established brand’s illustration style, illustrated hundreds of achievement badges

Carbonmade

Illustrator and designer
Sep 2011 – Jun 2012

- Designed company blog and blog admin views
- Redefined brand’s illustration style, illustrated marketing pages and blog entries
- Illustrated promotional company shirts and stickers, oversaw production

Technologies

HTML/HAML/ERB, CSS, Tailwind, Ruby on Rails, Jekyll, WordPress, Git, Figma, Sketch, Illustrator, Photoshop, InDesign, Glyphs

Skills

UI design, design systems, icon design, type design, illustration, marketing design, branding design, creative direction, roadmapping, mentoring

Education

Graphic design BFA, Rochester Institute of Technology, 2007 – 2011