



Tim Moore

Curriculum Vitae

 tijamo.com

✉ timjimmoore@gmail.com

📞 07503 914916

📍 DE65 5HW

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I help create elegant online experiences.

Hi, I'm Tim. I have a proven track record in design leadership, user experience, user interface design and digital optimisation.

I am experienced in the leadership of both creative and development teams with a demonstrated history of working in agile software development (mainly SaaS) and eCommerce platforms.

I love anything involving Accessibility, Search Engine Optimization, User Experience, User Interface Design and the designOps around Design Systems.

Experience

Head of UX & Design, Ideagen Plc

04/2019 - Present

Joining the senior management team I have been fortunate to experience a tech company going through rapid growth. Leading and growing a vibrant UX department, I have directed and overseen the creation of a full design system and have promoted the voice of the user, adding accessibility requirements and user testing as core to the product design process.

Key Achievements

- Design and production of Helix UI (www.helixui.com)
- Managing the non-functional requirements of 150+ development team members in the Malaysia and US offices
- Helping shape the product roadmap at a senior level by advocating for the user through research, providing accessibility training and analytical validation

Head of IT & Digital, British Midland Regional Ltd

02/2017 - 04/2019

Embracing all of the challenges and opportunities that an airline has to offer to a web developer, I was heavily involved in the redevelopment of the website flybmi.com. I managed the integration of airline systems such as: Amadeus, AIMS, 2e, Vistair and AirRM into flybmi's intranet and website. These interfaces met GDPR and Accessibility requirements.

Key Achievements

- Carry the company through a re-brand and redevelopment of all digital platforms
- Managing a small development team handling urgent and niche requirements
- Managing technical and digital supplier relationships within the airline industry

Senior Developer, PC Web Services / QBD

01/2006 - 02/2017

Responsibility both for the maintenance and development of the company's website delivery platform. Sites ranged from simple brochure sites to high-value eCommerce environments. Web, Graphic and UX design work was also required. As senior developer, I managed a team of programmers delivering sites to clients.

Key Achievements

- Design and build of a full content-managed eCommerce system
- Managing customers' expectations, from small local business to large multi-national organisations
- Implementing a number of fully accessible websites

Technical Skillset

- Figma / Sketch / Adobe Creative Suite
- Marvel / Lookback
- HTML + CSS / SASS
- JavaScript / jQuery / React
- PHP / VBScript
- SQL / MySQL / NoSQL
- Google Analytics / Fullstory

Behavioural Skillset

- Strong, but flexible, democratic leadership style
- Focus on People and Performance
- Natural interests in art, design and technology
- Excellent written communication and presentation
- Broad experience of projects from planning through implementation and delivery

References

Available on request

New Media Developer, Pera Neville Clarke

10/2002 - 01/2006

I produced a number of internal and external websites, these often being high-budget government-funded projects.

Key Achievements

- The successful design, development and delivery of information4innovation - an award-winning government website for the benefit of SMEs

Education

Undergraduate Degree

Aston University, Birmingham

- BSc Engineering Product Design
- Classification: 2:1 with Honours

A Levels

Devonport High School for Boys

- Design and Technology: A
- General Studies: A
- Mathematics: C
- Physics: D

About Me

Youth Leader

As youth leader at my church I am required to lead a team to organise and deliver youth activities on a weekly basis for a group of children aged 4-13 years. I also prepare the lessons for our Sunday School, organising a group of 20+ teachers.

Logo and Branding Design

I am part of an online community of designers engaging in competitions to provide designs at a low budget. This gives me freedom to push the boundaries of my graphical interests in directions beyond the confines of my employed work.

First Aid

In my work environment, my roles at church and as a father, I decided it was important to become an active first-aider and currently hold first-aid at work and paediatric first-aid certificates.