

Kyle Moran

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My strengths include Digital Experience Design, Web Development, Email development, Branding, Marketing, Communication, and ADA Best Practices. My passion for functionality and visualization have driven my career towards technological improvements in customer experiences and creative innovations for the brands I've represented.

College Education



Bachelor of Fine Arts
Visual Communications
University of Delaware
Graduated May 2014

Career Experience

J.P. MORGAN CHASE

Lead UX Designer (VP)

June 2022 - Present

Operating as a UX Design Lead for Corporate Technology and Digital Customer Experience, supporting high-profile and priority applications including: Chase App, Marketing Connect, Workspace VDI, MyTechHub, Corporate Device Ordering, and more. Collaborating with project teams comprised of business and technology stakeholders at all levels. Creating user flows, wireframes, and hi-definition design prototypes in Figma. Working with our tech partners to ensure end-to-end accountability for accessibility and usability. Evangelizing UX to business and technology stakeholders.

J.P. MORGAN CHASE

Senior Web/Email Developer

June 2017 - June 2022

Utilizing Dreamweaver to generate responsive HTML/CSS layouts for hundreds of email and web templates a year. Leading my development team in Agile scrum meetings and Jira sprints, by offering customer centric solutions to lines of businesses including: Chase credit card, J.P. Morgan wealth management, and partner credit cards such as Amazon, Lyft, and DoorDash. Managing the build process and cross-client testing, using Litmus, for numerous web and email projects at once. Handing-off clean and accurate files to ensure proper deployment through Salesforce Marketing Cloud and Epsilon. Working alongside art directors to create content for the web by leveraging Figma, Sketch, Movable Ink, and Stensul. Effectively communicating design principals and coding best practices, including ADA requirements, to multiple creative teams, developers, and execution leads. Creating reusable code snippets that provide consistency and scalability to the firm's digital assets.

PMI MANAGEMENT INSTITUTE

Email Developer & Designer

May 2016 - June 2017

Built customer journeys with IBM Marketing Cloud's SilverPop program to deliver personalized messages. Created email layouts inside of Sketch and Photoshop that were sent for approval to brand managers. Coded HTML/CSS communications based upon approved marketing design and content. Queried customer data to establish targeted lists for deployment of email campaigns.

BEHAVIOR MATRIX

User Experience Designer

December 2015 - March 2016

Collaborated on UX expectations with a project leader and a front-end development team. Researched interactive UI in the market to stay current with trends in popular web-based applications. Consulted with clients and sales staff to create a functional end-user experience roadmap. Designed interactive wireframes inside of InVision to display application functionality.

IHEARTMEDIA INC.

Content & Promotions Director

February 2015 - October 2015

Analyzed A/B tests for emails and advertisements with a smaller audience list in order to effectively target the broader audience of millions of iHeart customers. Strategically designed advertisements using imagery, copy points, and brand integration inside of Google Ads. Populated all online contests, event pages, and media content on station websites inside of AEM. Launched unique interactive engagements for on-site promotions and remote-broadcasts.

Languages

HTML5/CSS3
JAVASCRIPT
BOOTSTRAP 4
JQUERY
PHP

Software Knowledge

FIGMA, SKETCH, PHOTOSHOP
ADOBE DREAMWEAVER
SALESFORCE MARKETING CLOUD
ADOBE EXPERIENCE MANAGER (AEM)
JIRA / CONFLUENCE
INVISION
LITMUS

Skills

USER EXPERIENCE / INTERFACE (UX/UI)
FRONT-END WEB & EMAIL DEVELOPMENT
MARKETING
DESIGN & BRANDING
PROJECT MANAGEMENT
SEO & WEB STANDARDS
ADA COMPLIANCE