

BELLA MOSES

UX/UI Designer

USA to relocate to Cork, Ireland | +353 (85) 161 4326
isabellamoses@icloud.com | www.bellamoses.com | [in/bellamoses](https://in.bellamoses.com)

PROFESSIONAL PROFILE

UX/UI designer with three and a half years' professional experience built on three degree internships across games, fintech, and enterprise software. Experienced in designing for audiences with a wide range of digital confidence. Built brand identities for clients who had none, and designed within established guidelines for those who had them. As comfortable maintaining a design system as creating one. Now seeking to bring consumer-facing design experience to an experienced team in a permanent UX/UI role in Cork.

RELEVANT EXPERIENCE

Web Designer, Freelance - Tennessee, United States | Nov 2024 - Present

- **Product ownership and iteration:** Own end-to-end design, development, launch, and ongoing maintenance of responsive websites for clients that remain functional, up-to-date, and aligned with evolving business needs.
- **Building design systems:** Engage directly with clients to understand user needs and commercial objectives while developing brand identities and design systems from scratch where a client has none, earning consistent praise for tailored, high-quality outcomes.
- **Usability testing:** Observe clients and their customers completing key tasks on live sites and refine navigation, hierarchy, and content structure to reduce friction and deliver a more intuitive experience.

Web Designer, One Eleven - Tennessee, United States | Feb 2023 - Dec 2024

- **User-centred design:** Overhauled outdated client websites during platform migration by adding responsiveness, reorganising navigation, integrating new sections from the client brief, and building to accessibility standards, transforming both how the sites looked and how easily visitors moved through them.
- **Brand alignment:** Refreshed client branding as a part of each overhaul, translating loosely defined client direction into concrete brand identity to ensure visual consistency across the final product.

UX/UI Design Intern, Unum - Massachusetts, United States | Jan 2021 - May 2021

- **Enterprise UX:** Sole UX designer and visual artist on a 5-person team that designed and launched a gamified, web-based collaboration tool for a 10,000+ employee enterprise, increasing engagement and communication during remote meetings.
- **User satisfaction:** Designed every screen from lo-fi wireframe to full prototype, created custom iconography, implemented accessible colour schemes, and ensured usability across digital skill levels through inclusive design, driving sustained adoption and high user satisfaction.

UX/UI Design Intern, Cornerstone Bank - Massachusetts, United States | Aug 2020 - Dec 2020

- **Cross-functional collaboration:** Led the end-to-end UX/UI design of a gamified financial literacy platform for a bank, collaborating with developers and financial experts to craft a strategy-aligned experience tailored to users aged 18–24.

Producer & UX/UI Design Intern, MassDiGI - Massachusetts, United States | May 2019 - May 2020

- **Team leadership:** Promoted to Producer and Art Director within 5 months for outstanding leadership and creative vision; led three agile teams through sprint planning, task delegation, and delivery.
- **Design systems:** Directed all UX/UI and visual design, from creating sketches, wireframes, and finished in-game UI to establishing a design system that held consistency in visual elements and user interactions across three teams' output.
- **Communication skills:** Successfully led the team through a pandemic-driven shift to remote work by restructuring team workflows, implementing biweekly 1:1s, and maintaining team morale and output, resulting in an on-time, full-scope launch despite disruptions.

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EDUCATION & CERTIFICATIONS

Clark University, BA Interactive Media Design - Worcester, MA | August 2021 - May 2022

Becker College, Interactive Media Design - Worcester, MA | August 2018 - May 2021

- **Dean's List:** Two semesters.
- **Alpha Lambda Delta Honor Society:** Elected member.
- **John Hancock Academic Scholarship:** Academic scholarship.
- **Colleen C. Barrett Scholarship:** Awarded for academic achievement, communication skills, and sustained charitable community service.
- **Internships:** Degree included three highly competitive credit-bearing internships, listed above under Relevant Experience.

Google, Foundations of User Experience (UX) Design - Remote | June 2024

KEY SKILLS

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|-----------------------|----------------------------------|-------------------------|
| ✓ Design Systems | ✓ Cross-Functional Collaboration | ✓ Accessible Web Design |
| ✓ User-Centred Design | ✓ Stakeholder Communication | ✓ Figma, Adobe Suite |
| ✓ Usability Testing | ✓ Wireframing & Prototyping | ✓ HTML/CSS |

WORK AUTHORISATION

I am a US citizen and would need an employment permit. This role qualifies for a Critical Skills Employment Permit (UX/UI Designer, SOC 2137, Critical Skills Occupations List) and I have the relevant qualifications, skills, and experience that are required. No Labour Market Needs Test is required. I can file and fund the application myself, the employer's side is as simple as confirming the offer details and signing. DETE processing is currently running about a week.

INTERESTS

I enjoy 3D modelling, printing, and painting in my free time, especially for larger-scale, at-home art installations. I also sew creatures and clothes by hand and machine and I'm currently working towards a diploma in gemmology in my free time.