



I'M LIAM MOORE – SENIOR UX DESIGNER AT BOOKING.COM WHERE I HELP USERS COMPLETE CRITICAL TASKS EASILY AND INTUITIVELY THEREBY MAINTAINING BUSINESS SUPPLY.

Postgraduate Diploma 2010

Multidisciplinary
Design

Bachelor of Science with Honours 2008

Interactive
Multimedia Design

Further Education Diploma (BTEC) 2004

Software Development

Booking.com, UX Designer, 2019 – Present

Lead, strategised, and delivered product visions, aspects of which positively increased user behaviour and reduced costs.

- Aligned with product manager on business goals and product features to gain a deeper understanding of project needs and requirements.
- Analysed hundreds of user feedback to better understand painpoints and friction.
- Created foundations and principles for the basis of the product vision.
- Diligently designed product vision with my peers and leads before user testing and subsequent refining based on user feedback.
- Drafted UX strategy to gradually rollout UX vision in experimental phases.
- Drove cross-functional collaboration to ensure alignment and high quality build.
- **Doubled the success rate** of key user behaviour metric.
- **Saved 6-figure value** of the annual costs associated with the product.

Planned, organised, and facilitated 50+ attendee design thinking workshops across multiple days to unify an end-user product feature.

- Reviewed UX researchers reports to better understand user problem.
- Aligned with product manager to better understand business goal.
- Proposed, then self-lead workshops with multiple teams ensuring cross-department alignment towards a holistic solution.
- Synthesised hundreds of workshop inputs using RICE methods and histograms.
- Co-designed and refined solution with senior UX writer.
- Experiment failed against a key business metric, but **learned what to refine and rerun**.
- **Positively increased** user behaviour and business metrics.

Self-initiated and **researched** an under-performing user experience. The results helped product teams plan and prioritise roadmaps for the remainder of the year.

- Researched an in-depth niche segment of a known poor user experience.
- Uncovered how one set of users unknowingly create a poor user experience for others.
- Highlighted case studies for product teams to better understand issues.
- Created a UX recommendation plan which **drove product roadmaps**.

Contributed, fostered, and mentored UX craft community.

- Mentored various UX designers **helping them with their confidence** and ways of working. Provided guidance on their portfolios for internal promotion and hiring.
- **Organised weekly meetings** for the wider UX community to share updates on their work and “nerd out” over UX topics.
- **Interviewed** various directors and heads of departments for the UX community to learn about upcoming projects and key business developments.

liamjmoore.com

LinkedIn
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Booking.com, Creative Specialist – Graphic Designer, 2016 – 2019

- Lead a design thinking workshop to co-create email templates *saving marketing executives time and effort*.
- Strategised, designed, and built B2B brand campaign landing pages.
- Strategised and designed a content destination hub for users to self-help, read local and industry news, and connect on a forum.

John Lewis, Digital Designer, 2014 – 2016

- Designed and built advertising banners and landing pages for online retailer aligning with web merchandisers, senior designers, buying teams, and brands. Followed design direction to create simple, compelling creative assets which *increased sales*.
- Helped launch the iPhone 6 and Apple Watch on the website; as a result, *John Lewis were the first Apple partner* to get the iPhone 6 and Apple Watch on sale in Europe.

ODOU, Founder, Editor, and Designer, 2013 – 2016

- *Self-started* and self-ran printed magazine dedicated to smell and perfume.
- *Developed brand identity* across print and social channels.
- Encouraged and motivated writers, photographers, illustrators and sub editor to bring out their best ideas and work.
- Liaised with printers to ensure colour correction, quality, and timely delivery.
- *Won industry awards* and *sold issues internationally* including Tate Modern, London.

Various design and development roles, 2010 – 2013

- Designed social media content for B2C and B2B technology start up and MailChimp templates for marketing teams to *create campaigns faster*.
- Designed and built e-learning courses. Identified opportunities to *increase course creation time* by simplifying animations and utilising off-the-shelf solutions.
- Designed a financial investment site with an Information Architect which went on to *win industry awards* competing with big name banks.

“Liam consistently delivers effective, user-centric solutions showcasing a remarkably structured and pragmatic approach to problem-solving. He’s a skilled storyteller, adept at explaining business needs and persuasively pitching opportunities to leadership, and a great facilitator of cross-functional workshops. I can 100% confidently rely on him to deliver high-quality, insight-backed solutions on time. He would be a valuable asset to any team.”

– Ana Laura Gumá, UX Design Manager at Booking.com

“Liam was the lead designer for our digital channels and played a central role shaping many campaigns. I could always trust him to deliver at incredible high standards and always on time. He has a great balance between UX design skills, technical knowledge, and creative thinking; a combination that in my experience is very rare to find.”

– Sofia Evans, Design Manager at Booking.com

“Liam has been an absolute pleasure to work with. He has an exceptional work ethic. This is balanced with a keen eye for detail, ensuring all his work has a rigour and finesse that even the most demanding of clients would appreciate; and a sharp, yet gentle wit that brings humour and fun to both his work and those around him.”

– Daz Aldridge, Design Manager at John Lewis