Victoria W. Moy

User Experience Designer | User Research | User Interface

1107 Westbriar Dr. NE
Vienna, VA, 22180
301.828.8236
vickiwq@gmail.com
www.linkedin.com/in/victoria-moy-37149182

EXPERIENCE

User Experience Designer III

AWS | Arlington, VA

November 2021 - Present

- Strategically integrated AI-driven solutions into customer-facing products, identifying opportunities where AI integration could reduce friction, personalize experiences, or guide user decision-making—while maintaining human control and clarity.
- Designed and optimized UX for AI-powered tools, ensuring transparency, usability, and trust in automation-assisted workflows with both internal and external customer experience.
- Lead the end-to-end UX design process for resilience test service, including problem discovery through generative research, ideation, validation, iteration and delivery design documentations.
- Define unique UX strategy for various projects across different AWS cloud platforms.
- Establish success metrics to track quantitative data and evaluate console customer experience.
- Collaborate with stakeholders, including PMS, service and console team throughout the UX design process. Educate stakeholders about customers through research readout and align their expectations with the design process.
- Drove cross-service design solutions to integrate disparate AWS services, creating seamless and consistent user experiences across multiple entry points while building strong relationships with designers and stakeholders from adjacent service teams.

Sr. User Experience Designer

Capital One | McLean, VA

April 2020 - November 2021

- Lead the end-to-end UX design process, from problem discovery and definition, to ideation, validation, and iteration. research and design towards cloud optimization and risk management tools
- Collaborate and engage with stakeholders, product and dev teams through the design process in order to effectively communicate user needs, design solutions and impacts.
- Define research and design strategy for different products
- Implement best practices to align UX research and UI design in Agile

EDUCATION

Master Degree, Human-Centered Computing

University of Maryland, Baltimore County

2018-2020

Areas of focus highlights:
- UX research strategy and planning
- System Analysis and Design
- Information Architecture
- User Interface Prototyping and Development
- Project Management Fundamental
- Human-Centered Design
- Human-Computer Interaction
- Data Visualization Concept

Bachelor of Art, Graphic Design

University of Maryland, College Park

2006-2009

TECHNICAL SKILLS

UX strategy

Design Thinking

Interaction Design

Prototyping

Information Architecture

User Interface Design

Usability Testing

Art Direction

Project Management

development environment

- Create and implement UX metrics to measure the experience and validate design
- Design and conduct stakeholder/user research and usability testing
- Execute both UX and UI deliverables (e.g. persona, usability testing plans and reports, user flows, prototype, UI deliverables to developers, etc.)
- Collaborate with the design team to develop UI libraries
- Contribute to the development of Design Ops and Research Ops

Graphic/Multimedia Designer

The AES Corporation | Arlington, VA

August 2015 - April 2020

- Develop UI/UX design solutions to support business partners
- Collaborate with web developers and stakeholders
- Manage web and print design project schedules
- Manage external design vendors and freelance designers
- Collaborate with local communication and design teams globally
- Manage and develop corporate branding
- Provide branding direction for internal events to local business units and lead external design firms to deliver
- Support executive level communication by visualizing information

Graphic/Web Designer

NAEYC | Washington D.C.

2011 - July 2015

- Create design brief, user persona, wireframe, mood board, UI mockup, prototype, style guide and project schedule for websites.
- Create graphics and banners for web
- Create templates for Drupal theming of different areas of the website
- Redesign specified areas on existing site based on user feedback and testing
- Implements best practices in user experience
- Develop user flow and UI for mobile apps
- Track and meet deadlines for both regular consistent design work and long term projects
- Communicate to others in the organization about design flow
- Work with team members to streamline workflow when needed
- Support marketing team with presentation and other marketing material design.