Redeite Moges

UX Designer | UX Researcher

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Experience

UX Designer - Capstone

CSEDResearch.org Website Redesign

Over the course of a 10 weeks capstone, I worked in a team of 5 to redesign the CSEDResearch.org website in partnership with our sponsor. I revamped the landing page to incorporate relevant information like a text-over-image description of CSEDResearch.org, a "what we provide" section, and a "Featured" section with alternating topics like "Featured Articles" or "Featured News." In addition, I worked on the News tab to increase the website's interaction by adding a Blogs page and a Press Release page. The outcomes of this project included a clear distinction of the non-profit from their resource center, a user-friendly website, strategic donation button placement to increase donations, and the development of organizational branding guidelines.

UX Designer | UX Researcher

Wiigo | A Highly Collaborative Group Travel Planner

I worked on creating a highly collaborative travel platform (Wiigo) using Figma, Canva, Miroboard, and PowerPoint. I developed an innovative feature called "local favorites" that helps users discover hidden gems on their vacation that they would not be able to locate using traditional search engines. The capacity of this platform to provide a seamless trip planning experience for up to 10 group members by allowing them to be transparent in their planning process is one of its other notable features. As a result, Wiigo makes it easy for group travelers to resolve their differences by allowing them to easily discuss, vote on, budget, and generate their itinerary.

UX Lead Designer | UX Lead Researcher

WTA Hiking App Redesign

As a lead UX Designer and Researcher, I redesigned the Washington Trail Association App using Figma, Miro, and Whimsical. The mobile app was able to be transformed into a more informative and user-friendly app by incorporating features such as a community page, an offline map, and an alerts page. These new features enhance WTA users' experiences by allowing them to hike safely while also including their loved ones in the process.

Data Visualization Manager

Covid-19 Data Visualization on Food Insecurity

As a Data Visualization Manager, I worked on visualizing food scarcity during Covid-19 and how it affected communities in Seattle, Tacoma, and Bellevue. I worked on creating interactive visualizations using Google Data Studio. A total of six visualizations were developed to demonstrate food scarcity among different race/ethnicity groups. According to the analysis, 1 in 4 Hispanic households and 1 in 7 Black households are food insecure during Covid-19, which is higher than before the pandemic. The use of these data visualizations allows us to see disparities in a more contextualized and meaningful way.

Lead Researcher | Designer

WA Unemployment Eligibility Checker Redesign

As a lead UX researcher, I worked on a project that improved the WA Unemployment Eligibility Checker from its old PDF format into a more user-friendly and efficient web survey. I coordinated the research process, developed the Interview Protocol, and conducted User Interviews. I also designed low and high-fidelity wireframes using Figma, Whimsical, and Miro. This new design enhances usability feedback and includes multiple language options as well as a live chat function. As a result, 100% of respondents from my usability testings prefer to use this survey over the pdf version, and completing this web survey saves 90% of the time it would take to complete the PDF format.

Affiliations, Awards & Honors

Friends of Seattle World School Scholarship recipient, 2015 – 2021
School of Social Work – Hagenstein BASW Scholarship 2019 – 2020
Dean's List, University of Washington, Autumn 2019, Spring 2019, Winter 2019, Autumn 2018
National Association of Social Work Washington Chapter 2018 - 2019

Education

M. S. in Information Management Specializing in UX Design

University of Washington - Seattle
Sep 2020 - August 2021

B.A, Honors in Social Work

University of Washington - Seattle
Sep 2015 - June 2020

Skills

Wireframes
User Personas
Prototyping
User Research
Competitive Analysis
Storyboarding
Mobile & Desktop Design
Visual Design
Interaction Design
Usability Testing
Customer Journey Maps
Affinity Diagrams
Thematic Analysis
Qualitative Study
Information Architecture
Agile Methodologies

Tools

Figma
Canva
Illustrator
Miroboard
Whimsical
InDesign
Adobe XD
Spark
Google Data Studio
Microsoft Office Products
(Outlook, PowerPoint, Excel, and Word)
Tableau
PoolParty

Language

Fluent in English and Amharic