

# Charlotte Moore

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## Service Designer | UX Researcher

### EXPERIENCE

#### Scorseby International | Remote

July 2025 - Present

##### *Sr. Service & Experience Designer*

- Led qualitative research and strategy initiative for a Fortune 500 client, uncovering key stakeholder jobs-to-be-done and mapping how the current digital experience supports or hinders them, informing the future-state experience vision
- Designed usability testing for clients such as Zaxby's, informing short-term enhancements and identifying long-term discoverability risks

#### Emburse | New York, NY

March 2024 - July 2024

##### *UX Researcher III*

- Implemented a process for recruitment in-product via Pendo and a tool for evaluative research that empowered designers to run their own evaluative tests, freeing 25% of research time for more complex projects.
- Conducted UX Research roadmapping workshops with product teams and used a framework to prioritize riskiest unknowns, enabling us to map out a phased approach to which questions to investigate first.

##### *UX Researcher II*

March 2022 - March 2024

- Led two in-person research events at our customer conferences, concept-testing a future-state mobile experience with 25% of customers in attendance, establishing a repeatable event for future conferences.
- Built and updated a research repository, including long-form documentation and atomic insights that could be easily referenced in JIRA and Figma
- Created two service blueprints for the onboarding process of new products, which led to a smooth transition for the implementation team when the products were launched.
- Collaborated with the data science team to develop 13 behavior-based personas to guide product decisions
- Ran research with 20 customers to build card-management product, which gained 102 new customers in the first year.
- Established a research intake process and templates, standardizing the deliverables and timeline expectations
- Supported six B2B SaSS product teams by running 70% generative and 30% evaluative research studies, speaking with over 100 users in a year

##### *UX Researcher I*

July 2020 - March 2022

- Conducted over 28 evaluative tests and synthesized findings into actionable insights, resulting in higher task completion
- Co-facilitated two multi-day design workshops with ten product and non-product stakeholders, resulting in the selection of MVP feature to move forward with for mobile design strategy

### ACADEMIC EXPERIENCE

#### SCADpro x Deloitte | Savannah, GA

- Collaborated on a multi-disciplinary team of 12 designers to create framework for government agencies to increase citizen satisfaction with services, by helping them identify users' values, motivations, and behaviors in relation to service
- Presented findings during all four client checkpoints and final presentation to executive leadership

### EDUCATION

#### Savannah College of Art and Design | Master of Arts in Service Design

September 2024 - June 2025

#### Scripps College | Bachelor of Arts in Economics and French Studies

August 2014 - May 2018

### CERTIFICATIONS

#### Lextant | Design Research & Insight Translation

September 2024 - December 2024

#### General Assembly | User Experience Research and Design

March 2020 - June 2020

### SKILLS

Service blueprints | Ecosystem mapping | Journey mapping | Persona Development | Workshop facilitation | Diary studies | Storytelling | Maze | Dovetail | Pendo | dscout | Figma | Miro | JIRA | Craft | UserTesting | R