



Daren Mooney
UX / Product Designer
Boston area

"Inspiring others to excel, turning complex problems into innovative solutions. Empathy for the user dictates the direction. Using technology and design to simplify the chaos into a compelling journey"

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Summary

Highly accomplished, results-driven, and award-winning user centered designer with a solid and comprehensive background in leading digital transformation with proven success in delivering ROI results. Effectively defines, develops and implements UX design plans to meet or exceed goals. Drives the ideation of creative digital products. Excels at analyzing data and trends / identifying insights / design thinking / developing and launching successful new web/app initiatives. Highly versatile, quickly masters new roles, and creates effective presentations. Reputation for integrity, strategy, and promoting success in others.

Experience

Sr. Product Designer

Pega Systems, Inc. - Boston Area, MA
March - May 2020 contract

Drive meaningful user experiences for Pega industry solutions Apps while advocating for users. Facilitate design sprints, conduct foundational research, map user workflows, design, and test concepts, and work collaboratively with stakeholders and development teams.

Sr. UX Design Lead

Blue Cross Blue Shield of Massachusetts - Quincy, MA
Jan - Feb 2020 contract

Collaborate with stakeholders, other designers, and engineers to define and implement innovative user-centered design solutions for the health product experience. Create experience maps, storyboards, user flows, and prototypes to effectively communicate design ideas.

UX/UI Designer - Founder

moonfusion.com - San Carlos, CA
June 2002 to October 2019

Creative lead and development for web/app and software design. Focused on ideation and user interaction of wellness applications for Pharmaceutical, Med-Tech, and Medical device sector. Winner "Best web designer, San Carlos 2020"

Product Designer

Axcent Advanced Analytics - Laguna, CA
Jan 2015 to Jan 2017

Focused on start-up agile product design, UX and visual design, web strategies and technologies with teams who collaborate to create a new era Medical Device and Pharmaceutical products.

Creative Director - Co-Founder

eyeC Systems, inc. - Tranquility, NJ
Feb 1998 to March 2002

Lead the creative, marketing and new business for startup web design and application boutique agency. Created the 1st Product launch of Novartis Pharmaceuticals US corporate portal. Using visual design, experience design, interactive features, and inbound marketing.

Managing Editor - Visual Designer

Merck & Co., inc - White House Station, NJ
Jan 1996 to Feb 1998

Manage the publishing of www.merck.com and 12 country sites. Created and launched the redesign of merck.com and 6 other unbranded health micro-sites. Developed and implemented global style and publishing guidelines.

Strengths

- UX Design
- UI Design
- Personas
- User stories
- Mapping
- Ideation
- Storyboarding
- Prototyping
- Design Review
- Usability Testing
- Accessibility
- Research
- User Interviews
- Surveys
- Observations
- Trends
- User Testing
- Usability testing
- Competitive Analysis
- Analytics
- SEO/SEM/eMarketing
- User Testing

Projects

Medical Device Tracking App

Client: Johnson & Johnson

Product: MedDevTrack™

Challenge: Engage and empower the patient to access and manage their implanted medical device.

Results: A cloud-based medical device tracking application from manufacturing to distribution, implantation through mortality.

merck.com

Client: Merck & Co. Inc.

Challenge: Redesign www.merck.com from a basic 10,000 page text only informational site into a global portal 2.0

Results:

- Simplified navigation and content layout
- Initiated internet standards, globally
- Award winning, simplistic design

Awards:

Financial Times:

"Best Use of a Company Website"

MMA: "In-Awe Awards" - Health Info-park

us.novartis.com

Client: Novartis Pharmaceuticals US

Challenge: Design Novartis first internet presence. Before this, the only presence was the corporate global site.

Results:

- Quick 3 month completion and launch
- Award-winning, simplistic and feature-rich
- User interactive features generating loyalty

Awards:

eHealthcare Awards 2000:

"Most Innovative Design"

Skills

Creative Direction
Product Design
User Research
Experience Design
Visual Design

Tools

Illustrator
Sketch
Figma
InVision
Photoshop