

**Marty Moore**

Interaction Design for Web,  
Mobile and Desktop

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**IBM Mobile Design**

Design Lead  
Feb 2011 - present

Currently leading the design team making mobile collaboration tools for IBM. Designing apps for Android, iOS, and Blackberry as well as HTML5 mobile web sites.

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**IBM Project Vulcan**

Design Lead  
Nov 2009 - Jan 2011

Defined the roadmap for how all IBM's collaboration services integrate into a seamless user experience. Performed user interviews, designed and implemented a series of interactive prototypes and published an internal series of design principles and patterns. This work is currently being implemented in all IBM's next generation collaboration software.

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**IBM Connections**

Senior Product Designer  
Jul 2006 - Oct 2009

Performed user research, created early vision stories and defined product requirements for key parts of IBM's first social software offering, IBM Connections. Project resulted in the most successful new software product introduction in IBM's history.

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**Lotus Notes Redesign**

Senior Product Designer  
Jan - Jun 2006

Led a small team dedicated to radically updating the Lotus Notes e-mail client interface. Transformed the aging client into a streamlined, contemporary mail client, greatly reducing the number of unnecessary features in favor of providing a better user experience.

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**Lotus Workplace**

Product Designer  
Oct 2002 - Jan 2006

Designed the user experience for 3 major releases of Lotus Workplace, an online collaboration suite. Performed usability studies, developed design specifications, and directed a global development team.

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**Tivoli systems**

Product Designer  
Jan 1999 - Sep 2002

Developed Tivoli's first cross-product interface guidelines, enabling administrators to easily switch between different tools without having to retrain or learn a new set of interaction patterns.

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**IBM United Kingdom**

Design Intern  
Jan 1998 - Jan 1999

Designed and implemented a variety of internal web sites. Conducted a series of international feedback sessions.

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**Education**

1997 - BA in Graphic Design at NC State University School of Design

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**SKILLS**

Information Architecture, Storyboarding, Prototyping, User research & testing

Skilled presenter with experience at conferences and customer locations

HTML, CSS, Javascript, Photoshop, Flash, Illustrator, InDesign

**PUBLICATIONS**

*"The dogear game: a social bookmark recommender system"*  
ACM Group Conference 2007

*"Activity Explorer: Activity-centric collaboration from research to product"*  
IBM Systems Journal 2006

*"FeedMe - Collaborative alert filtering system"* CSCW 2006

**NOTABLE**

IBM Outstanding Technical Achievement Award for Leadership in Social Software Design (2007)

4 Issued US patents, over a dozen filed

Design mentor for student research projects at Macalester University

Print Gocco enthusiast