

Gabrielle Moskey

An imaginative problem solver, driven to leverage research and design thinking to create exceptional products and user experiences.

ACHIEVEMENTS

- ★ **Selected to present at Meta's Quarterly Design All Hands** to 2K+ employees on Conversation Design
- ★ **Earned Two Quarterly Department Awards at Meta** including 'Collaboration Star' and 'User Champion'
- ★ **Authored Patent** at Meta

- ★ **Invited to serve as a Conversation Design Panelist** at the NoVa UX Meetup hosted by Botmock
- ★ **Designed and Published Alexa Skill** "Cheer Up"
- ★ **Awarded Over 10 Firm-wide Recognition of Excellence** from clients at CEB, now Gartner

SKILLS

- User-Centered design
- Presenting and public speaking
- Brainstorm Facilitation
- Project Management
- Creative problem solving
- Stakeholder engagement
- Teaching and coaching
- Prototype Video Editing
- Voted most likely to help plan team virtual offsite

EXPERIENCE

Meta, Burlingame, CA - *Senior Conversation Designer in AR/VR*

MAY 2020 - PRESENT

- Designed and launched interactive voice reminders on Portal and then tailored those designs for Oculus (Meta Quest). **Daily successful tasks increased by 90%** due to refining features, adding proactive user-ed followups, and auditing bugs. Led user-driven iterations by assembling video demos and writing test plans for 4 UX studies, and creating an exhaustive competitive analysis.
- **Directly responsible for the assistant persona across the company**, including projects such as iterating the existing persona expression, updating and refining the conversation guidelines for the team, and enhancing user stickiness by writing a chat domain.

GEICO, Chevy Chase, MD - *Senior Voice & UX Designer/Researcher*

MARCH 2018 - MAY 2020

- Developed Voice guidelines and best practices for GEICO's multi-modal products, including Alexa skills, Google Home actions, mobile voice assistant, chatbot, and IVR.
- Created and tested complex emergency roadside assistance flows for Alexa and Google, which **received an unprecedented 10/10 NPS score** in its first month of launch.
- Collaborated on all parts of the design process, including, research, usability testing, writing, and analysis to initiate and develop current and future voice experiences and affected GUI interfaces.

- Wrote and launched over 40 moderated and unmoderated tests, including surveys, wizard of oz, a/b, and usability tests.

Gartner (f.k.a. CEB), Arlington, VA - Print Designer

2012 - 2017

- Designed over 100 presentations and teaching materials for professional conferences attended by 99% of the Fortune 100 as part of a multi-million dollar department.
- Rebuilt team processes, enabling the team to develop a quality product that successfully communicated complex research with ease and style.
- Independently managed and coordinated with the client, vendor, and editorial teams, and other stakeholders of various ongoing projects to meet deadlines.

DIVERSITY, EQUITY, & INCLUSION

- **IPC (Inclusive Product Council) at Meta:** Reviewed work in the Reality Labs department (4,000 people) as part of Meta's selective and distinguished volunteer council to ensure the inclusion of diverse perspectives and underrepresented communities.
- **Year-up Mentor at Meta:** Coached two externs at Meta and supported them as they navigated the workforce, tackled projects, and applied for full time positions when their program ended.
- **Pro Bono Project—Ending Chronic Veteran Homelessness in D.C. at CEB (Now Gartner):** Led design and research as part of a pro bono group at CEB, now Gartner. Work resulted in analysis and visual materials to galvanize support for a consortium of government and nonprofit organizations.
- **Mosaic—CEBs Ethnic and Racial Diversity Group:** Communication Lead for ERG, including spearheading a monthly newsletter to highlight educational events and volunteer programs, and to increase the visibility of the organization.
- **Hurricane Volunteer Effort in Puerto Rico:** After the effects of Hurricane Maria, led a youth volunteer group for a week-long trip to help clean, repair houses, help with childcare/schooling.

EDUCATION & CERTIFICATIONS

BetterUp - Coaching Foundations

SUMMER 2022

CareerFoundry - Certification in UX Mastery & Voice UI Design

SPRING 2017

Montgomery College - Certification in Graphic Design

SPRING 2012

University of Virginia - B.A. in Theater

SPRING 2008