LYDIA MORENO

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CAREER PROFILE

Research & Analysis: User research | Qualitative research & synthesis | Usability testing | Heuristic evaluations | Accessibility evaluations | Competitive analysis | User journey mapping

UX, Product, & Strategy: Experience design | Information architecture | User flows | Wireframing & prototyping | Systems thinking | Cross-functional collaboration | Requirements gathering | Process improvement | Product roadmapping

Design & Technology: Figma | Balsamiq | Qualtrics | Maze | Power BI | Microsoft 365 | Jira & Confluence | HTML/CSS

EXPERIENCE

Agilence, Inc. – UX/UI Designer (Co-op) 2025 - 2026

- Designed end-to-end user flows in Figma for a tag management system, enabling customers to create custom transaction tags while preserving the integrity of AI-training data through intentional iconography, giving admins an intuitive way to manage tags and helping all users clearly distinguish AI-training tags from user-defined ones
- Led the first settings migration out of a legacy analytics tool, collaborating with product managers and developers to redesign the SSO experience to support multiple Identity Providers (IdPs), refine interaction patterns, and establish a scalable foundation for future settings migration
- Partnered with a senior UX designer to redesign the alert creation experience in Agilence Analytics, significantly expanding scheduling flexibility and enabling users to configure alert frequency, trigger conditions, and custom lookback periods, replacing a system limited to fixed daily, weekly, and monthly intervals

Link Logistics Real Estate

Product Manager 2021 – 2024

- Redesigned the company's People & Culture SharePoint sites, applying company style guidelines and restructuring information architecture to make HR resources easily accessible and navigable for employees, resulting in the highest intranet traffic of any page outside the company landing page
- Redesigned internal forms in Figma using Microsoft's UI Kit, collaborating with the internal Microsoft team and incorporating feedback to deliver accessible, intuitive, and visually consistent layouts deployable in Power Apps
- Led the transition from a managed-partner ethics hotline to an independent in-house solution using EthicsPoint, creating a secure database for Employee Relations, Legal, and Cybersecurity matters, significantly increasing employee awareness and usage
- Supported the migration and implementation of Workday HCM through competitive analysis and cross-functional collaboration, consolidating 7 disparate HR tools into a single unified platform to streamline processes and enhance employee and candidate experiences
- Designed a comprehensive New Hire Technology Guide incorporating visual walkthroughs and user-friendly instructions to streamline the onboarding experience and help new employees quickly navigate company technology and resources

Senior Analyst/Technology Operations Analyst 2019 – 2021

- Led the implementation of a centralized IT Service Management solution using FreshService, eliminating six email-based ticketing streams and streamlining workflows across finance operations platforms
- Served as the primary subject matter expert for Yardi Document Management, proactively collaborating with the Yardi team to troubleshoot and resolve integration issues between Yardi and SharePoint, ensuring users had seamless access to property documentation
- Managed the product roadmap and backlog for a tenant-facing portal, incorporating stakeholder and customer feedback to drive adoption and user satisfaction

EDUCATION

Drexel University Philadelphia, PA
Master of Science in Human-Computer Interaction & User Experience 2026

George Mason University Fairfax, VA
Bachelor of Science in Community Health, Concentration in Nutrition 2016