

# JESSICA MOORE

Previously Jessica Clements

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## EDUCATION

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MFA, Art and Visual Technology, George Mason University	January 2010
B.A., English, Grinnell College	May 1998

## EXHIBITIONS

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- “The Origin of the World: an MFA Thesis Exhibition,” October 5-16, 2009, Gallery 123 (Fairfax, VA)
- “Gradations,” May-July 2009, Point In Space Gallery (Fairfax, VA)
- “Birth,” June 2008, Wabi Sabi Warehouse, Independent Art Company (Wilmington, NC)
- “Provocations: The Art of Social Action,” March 2008, Juried Student Show, Gallery 123, George Mason University (Fairfax, VA); awarded “Best in Show”
- Featured Artwork: The Trust Birth Conference, March 2008, Solo Exhibition (Redondo Beach, CA)
- Graduate Seminar Exhibition, April 2007, Mason Hall; George Mason University (Fairfax, VA)
- “Currents,” November 2006, Fine Arts Gallery, George Mason University (Fairfax, VA)

## PRESENTATIONS AND PUBLICATION

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- “Drawing on Motherhood.” *Reconciling Art and Mothering*. Ed. Rachel Epp Buller. Ashgate, 2012. 177-182.
- “A New Tack: Model Legislation for Reproductive Rights as Civil Rights,” presentation and workshop at Daring to Dream: Building a Feminist Future, the National Organization for Women Annual Conference; June 25, 2011 (Tampa, FL).
- “Birth Activism as Feminism,” presentation at Difficult Dialogues II, The National Women’s Studies Association Annual Conference; November 14, 2010 (Boulder, CO).
- “The Taboo Aesthetics of the Birth Scene,” interview with Imogen Tyler. *Feminist Review* 93: 134-137.
- Featured in *Laboring under an Illusion: Mass Media Childbirth vs. the Real Thing*. Dir. Vicki Elson. DVD 2009.

## SYMPOSIA

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- Organized *Perinatal: A Symposium on Birth Practices and Reproductive Rights*; October 7, 2009, at George Mason University (Fairfax, VA)
- “Seeing Birth: What happens when visual taboos are challenged?” presented at *INTENDED TO PROVOKE: Social Action in Visual Culture[s]*, The Fifth Annual Visual Cultures Symposium; March 27, 2008, at George Mason University (Fairfax, VA)

## TEACHING EXPERIENCE

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George Mason University	
<i>Instructor, Potomac Arts Academy</i>	<i>Fall 2009-Winter 2010</i>
<i>Adjunct Faculty: Drawing II</i>	<i>Spring 2009</i>
<i>Teaching Assistant: Aesthetics (instructor of record)</i>	<i>Spring 2008</i>
<i>Teaching Assistant: Drawing I (instructor of record)</i>	<i>Fall 2007</i>
<i>Teaching Assistant: Aesthetics (with Suzanne Carbonneau)</i>	<i>Summer 2007</i>
<i>Teaching Assistant: Painting II (with Paula Crawford)</i>	<i>Spring 2007</i>

Arlington Arts Center

*Instructor: Contemporary Expressions in Figure Drawing*

*Instructor: Exploring Drawing Media*

*Instructor: Drawing: Reality and Abstraction*

*Summer-Fall 2009*

*Fall 2009*

*Summer 2009*

## RELATED WORK EXPERIENCE

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### **Interaction Designer (Fishbowl; Alexandria, VA)**

**4/2011-current**

- Represent the User Experience, translating customer needs and requirements into defined specifications that guide product development and technical implementation.
- Work with product managers and client services to translate business goals into software solutions.
- Develop and maintain task analysis, transaction flows, wireframes, specifications, and prototypes.
- Recommend updates and enhancements to user experience based on heuristic reviews and competitive reviews.

### **Information Architect (NavigationArts; McLean, VA)**

**12/2010-4/2011**

- Define, characterize and prioritize the audiences for web design projects.
- Gather communication and functional objectives by leading client working sessions, reviewing the competitive landscape, and creative brainstorming sessions with the project team.
- Organize content and functionality to develop organizational models, naming schemes and navigational hierarchies.
- Create user flows, schematic drawings and documentation to illustrate the structure and functionality of a project.

### **Designer and Editor (Freelance)**

**9/2005 – 12/2010**

- Evaluate, design, code, launch, and maintain websites.
- Edit copy for textbooks, proposals, papers, and corporate newsletters.
- Coordinate and facilitate usability testing.

### **Art Director, Web/Online (AARP; Washington, DC)**

**1/2003 - 7/2005**

- Provide creative direction for a team of designers and HTML coders. Establish style guides and maintain knowledge of current brand guidelines, and review products for compliance with these standards.
- Facilitate client relationships. Gather project requirements, set service and project cycle expectations, and pair clients with the appropriate production team.
- Monitor the online presence of AARP, and make recommendations for updates in web design and strategy as needed.
- Work with consultants to assess website usability – coordinating, designing, and conducting tests as required, and presenting the results of research to stakeholders.
- Assess and maintain the information structure of the website.

### **Web Designer (AARP; Washington, DC)**

**8/1999 - 1/2003**

- Design and update websites to meet client needs within corporate standards and best practices.
- Create wireframes, prototypes, and visual designs. Coordinate and conduct user testing.
- Write and edit HTML and CSS in compliance with W3C standards.