

MARGARET MOSS

UX and product design leader with 13 years in technology. I lead teams from strategy through execution, using strong design judgment to align executives and cross-functional partners around the right products for users and the business.

Charlottesville, VA · 434.989.8871
mossmargaret@gmail.com
margaretmoss.design
linkedin.com/in/margaret-moss

LEADERSHIP

Executive alignment
Cross-functional leadership
Team development
Change management
Resource planning
Hiring & mentoring

AI + BUILD

Design in code
AI-assisted prototyping
Claude Code · Cursor · v0
React · Git · Vercel

DESIGN + PRODUCT

UX strategy
Product strategy & vision
Information architecture
Systems thinking
Service design
Interaction design
Product discovery
Design systems
User research & testing
Accessibility

DOMAINS

Payments & corporate banking
Commerce & checkout
Connected home & IoT
Insurance
Healthcare
Enterprise SaaS

EXPERIENCE

TELUS Digital, a TELUS Company (Previously WillowTree)
Charlottesville, VA

Design Director	Feb 2025 – Aug 2026
Associate Design Director	Nov 2023 – Feb 2025
Senior Product Designer	Jul 2022 – Nov 2023
Product Designer	Oct 2021 – Jul 2022

TELUS SmartHome+ 2023 – 2025

- Directed design for nearly three years on the firm's largest account, leading a team of 10–14 designers across internal and partner teams in North America, Latin America and India.
- Set the experience strategy for a single app spanning security, automation, energy, internet, connected hardware and parental controls across 2,000+ device models and the physical devices in the home. Aligned senior stakeholders and VPs with competing priorities around a shared information architecture and contextual home experience, gaining strategic buy-in for the direction from the CPO.
- Defined the north-star strategy and customer journey for the SmartHome+ AI assistant, launched in March 2026 as the world's first smart home AI assistant with generative UI.

First Abu Dhabi Bank — Corporate Banking 2025 – 2026

- Directed UX strategy for TELUS Digital's first Middle East engagement, a nine-week corporate-banking proof of concept for one of the Gulf's largest banks. Spent five weeks onsite in Abu Dhabi leading discovery, stakeholder interviews, design reviews and executive presentations.
- Set the experience model for payment initiation and multi-level approval, including progressive payment assembly, maker-checker review, audit history and mobile executive approval. Synthesized user research, role-based workflows, business requirements and technical constraints into three product directions, then carried the work through a high-fidelity prototype and design-system foundations for React/React Native, Arabic RTL and WCAG accessibility, and tested with users.

Allianz Fusion Core — Enterprise Platform 2026

- Directed discovery and concepting for a 20-year-old enterprise experimentation and segmentation platform with no prior design practice, turning four user roles and dense requirements into one information architecture and seven golden-path workflows in 10 weeks, then ran user tests on the prototype against a 30% time-to-complete reduction target.
- Built the prototype as working front-end code, versioned in Git and deployed on Vercel. It became the front end the platform shipped on, giving engineering a running system to build from.

EDUCATION

General Assembly

UX Immersive · 2018

James Madison University

B.S. Health Studies, Pre-Occupational Therapy · 2013

EXPERIENCE, CONTINUED

ADDITIONAL WORK

Commerce & Consumer Platforms

2021 – 2023

Designed provider and pet-owner apps for Mars Veterinary Health, a B2C distributor commerce platform for Anheuser-Busch, and online ordering through checkout for BJ's Restaurant & Brewhouse across mobile and web.

AI + Design Transformation

Wrote the design organization's AI prototyping playbook and championed AI workflows across research synthesis, product exploration, prototyping and front-end development, helping bring design in code earlier into discovery. Ranked in the top 5% of AI adopters company-wide.

Edelman — UX/UI Designer

Sept 2019 – Oct 2021

Washington, DC

Owned UX/UI across 10+ accounts in financial services, pharmaceutical, energy and industrial, including Citadel and Citadel Securities, Pfizer, GSK, DuPont, John Deere, Genentech and Shell, spanning research and information architecture through design and client presentation.

Independent Design Consultant

2018 – 2019

Product design and digital strategy for enterprise and independent clients, including Charlotte Moss LLC, Crossbeat NY (PreK.com, Love Wellness) and Pawlicy Advisor.

EARLIER

Sharethrough — Account Manager → Event Marketing Manager

2014 – 2018

New York, NY

Managed global brand accounts on a two-sided advertising platform, including Volvo, Microsoft, Heineken and Johnson & Johnson, partnering across sales, creative and operations from pitch through campaign delivery.

Clear Channel Communications — Integrated Media Assistant

2013 – 2014

New York, NY

Supported integrated radio and digital campaigns for national advertisers across trafficking, scheduling and reporting.