

Brian Moody

UX Designer | Creative Consultant

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EXPERIENCE

AustinCSI (AT&T) - Strategist | Senior UXD

Jan 2018 - Present

- Analyze business strategy, page metrics and analytics to improve click through, conversion and bounce rate.
- Collaborate with the creative team, providing content and design strategy. Measure success via A/B testing landing pages.
- Work with various partners to ensure messaging and user experience is consistent from inception to checkout.
- Develop iterative design concepts via rapid prototypes to better meet users' needs, brand vision and business goals.

AustinCSI (AT&T) - Senior UXD

Apr 2017 - Jan 2018

- Contributed and lead ongoing training for design team to enhance process and improve solutions for end users.
- Designed and developed user interfaces with a focus on RWD, mobile first and modular design.
- Lead content creation for video department ensuring messaging, tone and visuals aligned with brand vision. Responsible for the end to end video production experience.

AustinCSI (AT&T) - UXD | Visual Designer

Mar 2014 - Apr 2017

- Designed pixel perfect comps that met business goals and adhered to brand style guidelines and design best practices.
- Created deliverables appropriate for each stage of a project (journey maps, user flows, wireframes, prototypes, mockups) for online B2C, iOS, Android and checkout flows.
- Collaborated with clients, information architects, product stakeholders and developers to understand business goals, features and content.

Studio A3E - Creative Consultant

Aug 2010- Present

- Produce digital media projects from concept to completion for a variety of clients.
- Manage and art direct team of creatives in the execution of creative deliverables.
- Develop comprehensive strategy and assist clients with successful communication of creative needs and goals.

ABOUT ME

A creative consultant who helps clients align their goals with the needs and expectations of their customers. My areas of focus include UX design, visual design, art direction and brand strategy using a people centric design approach.

SKILLS

Art Direction
Rapid Prototyping
Wire Framing
UX Design
Visual Design
Journey Mapping

Storyboarding
Brand Development
Cinematography
Video Production
Video Editing
Photo Editing

TOOLS

Adobe CC Suite
Sketch
Principle
Protopie
Invision Studio
Davinci Resolve
HTML/CSS

EDUCATION

Georgia State University
BA Studio Art & Design 2013
Magna Cum

INTRESTS

Creativity
Technology
Science
Storytelling
Philosophy

Psychology
Artificial Intelligence
Robotics
Leadership
Entrepreneurship