

Brian Moody

UX Product Designer | Creative Consultant

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EXPERIENCE

PDI Technologies

Jan 2020 - Present

- Lead and support UX for the project lifecycle, including research, alignment requirement sessions, user and stakeholder interviews, design and QA to de-risk development.
- Conduct user research and usability tests to identify any problems with the design and make recommendations for improvement.
- Create, manage, and lead all design system efforts to help foster a shared language, unify the different products and make it easier for product teams to build applications without having to rebuild the same components multiple times over.
Provide thought leadership and education, making user centric design everyone's responsibility through the production of monthly lunch and learns, video series and podcast content.

3Ci (Home Depot) - Senior User Experience Designer

Oct 2019 - Jan 2020

- Create user flows, wireframes, prototypes, and designs to test the feasibility of a design before beginning the development process for Home Depot Enterprise.
- Conduct usability tests with usertesting.com to identify any problems with the design and make recommendations for improvement.
- Facilitate design studio workshops to answer critical business questions using design thinking techniques, rapid prototyping, and testing ideas with users via usertesting.com.

AustinCSI (AT&T) - Advisory Lead Experience Design

Apr 2019 - Oct 2019

- Responsible for defining and delivering experience design services that prepares clients for transformation using design thinking methodologies.
- Identify and evaluate gaps in the customer journey where clients can better align with customer expectations.
- Lead and/or assist in developing pitch strategies and presentations.
- Ensure consistency of the company's brand for all creative initiatives.

AustinCSI (AT&T) - Strategist | Senior UXD | Manager

Jan 2018 - Apr 2019

- Analyze business strategy, qualitative research 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 for AT&T buy flow experiences.
- Work with various partners to ensure messaging and user experience is consistent from inception, search to checkout.
- Develop iterative design concepts via rapid prototypes to better align users' needs with business goals.

ABOUT ME

I am a UX Product Designer who helps consumer and enterprise organizations align their goals with the needs and expectations of their users. My areas of focus include user experience design, research, information architecture, creative direction and brand strategy using a user centered design approach.

SKILLS

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

Brand Development
Facilitation
User Research
Strategy Workshop

TOOLS

Adobe CC Suite
Sketch
Principle
Protopie
Invision Studio
Figma
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