

# Brian Moody

UX Product Designer | Creative Consultant

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## EXPERIENCE

### PDI Technologies - Lead User Experience Designer

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) - User Experience Strategist | 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	Brand Development
Rapid Prototyping	Facilitation
Wire Framing	User Research
UX Design	Strategy Workshop
Visual Design	
Journey Mapping	

## 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	Psychology
Technology	Artificial Intelligence
Science	Robotics
Storytelling	Leadership
Philosophy	Entrepreneurship