



# BRANDON W. MOSLEY

UX DESIGN LEAD

16 years experience. Manages creative teams. Defines UX practices. Collaborates with cross-functional teams across product, research, content, engineering & sales. Practices design thinking. Produces artifacts across UX (user stories, journey maps, user flows, wireframes) and UI (design systems & high-fidelity prototypes).

## CONTACT

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## SKILLS

### UX & CX

🖨 Axure RP 9  
📊 CrazyEgg, FullStory, HotJar, Userlytics  
🔍 UsableNet AQA  
📅 FlowMapp, Martech Guru

### VISUAL DESIGN

🎨 Adobe CC (InDesign, Illustrator, Photoshop; Lightroom; Audition, After Effects, Premiere), Sketch, Figma  
📺 InVision, Zeplin

### CONTENT

📄 CouchCMS, Drupal, Sitecore, WordPress  
✉ Mailchimp, Marketo, Salesforce Marketing Cloud

### PM/OFFICE

📅 Azure DevOps, Basecamp, Jira, Wrike  
📄 Microsoft Office (Excel, PowerPoint, Word), Keynote, Google Workspace

### CODE

📄 HTML5, CSS3 (adv); jQuery, PHP (nov); Bootstrap, Foundation Ink

## EDUCATION

### 2004

**B.S. Computer Graphics & Fine Arts**  
Cum Laude  
Springfield College, Springfield, MA

### 2005

**(Coursework) M.A. Integrated Marketing**  
Manhattanville College, Purchase, NY

## EXPERIENCE

### Valley Bank · Research & Service Design · New York, NY FVP, UX Lead

Feb 2021–Present

Established a UX Design program. Hired & leads a UX team of two. Collaborates with cross-functional agile product, content, analytics & dev teams to translate business & user goals into user-centered solutions. Partners with UX researchers to define customer insights, test & iterate prototypes. Creates journey maps, user flow maps wireframes, design systems & high-fidelity prototypes. Generates user stories, vendor RFPs & project briefs. Established accessibility committee.

### GeekHive · Consulting · New York, NY Creative Strategist

Apr 2018–Feb 2021

Led client & internal creative vision. Developed UX offerings to establish revenue lines. Managed the creative team's workload. Accessibility/WCAG SME. Advocated for design thinking through UX research. Created user profiles, user stories, sitemaps, user flows & wireframes. Designed hi-fi visual prototypes & email templates. Contributed to pre-sales/client pitches & maintained vendor relationships.

- Hearing health provider portal obtained 89% user satisfaction during beta testing.
- Rare disease research organization online donations increased by 35%.
- Redesigned shipping logistics portal increased user engagement by 120%.

### Robert Half · New York, NY Sr. Designer

May 2017–Mar 2018

**Liquidhub (Oct 2017–Mar 2018):** Designed user testing mockups for Ford Motors. Designed email campaigns & illustrated photoshoot concepts for Godiva.

**Truveris (Jun 2017–Oct 2017):** Designed responsive pharma data web apps, landing pages, email marketing, infographics & print collateral for patient access programs. Directed & edited staff recruitment videos, which improved morale.

### Manji Designs LLC · New York, NY Owner/Creative Director

Mar 2016–Present

Directed marketing approach for small business clients. Led customer research, user testing & wireframing. Directed visual design, photography & content for digital/print marketing, brand identities & product packaging. Coded responsive websites.

### Iron Orchard · New York, NY Product Manager (Contract)

Apr 2016–Oct 2016

Provided vision and direction to client stakeholders. Led a team of 7 across content, design & engineering to produce 5 interactive product demos for JPMorgan Chase, which led to a long-term relationship.

### SIMPLENIGHT · New York, NY Sr. UI Designer

Oct 2014–Feb 2016

Improved working relationships between the engineering & creative teams, which led to better quality products. Mentored junior UX & UI designers. Designed wireframes & led the UI design of the eCommerce, inventory management platforms, including white-labeled sites for high-profile clients (ex. Etihad, United Airlines, Loews).

**Fusebox · New York, NY**

**Jan 2013–Sep 2014**

**Sr. Designer** (Jul–Sep 2014) < **Designer** (Jan 2013–Jul 2014)

Designed wireframes, responsive websites, a native desktop app & other digital/print marketing for high-profile clients (ex. Discover Bank, GE Capital Bank, GSN, JPMorgan Chase). Wrote UX/marketing content. Promoted to Sr. Designer with an expanded client success role.

**Connecticut College · Communications · New London, CT**

**Oct 2006–Jul 2012**

**Designer & Photo Editor** (Jan–Jun 2012) < **Print/Web Designer** (Oct 2006–Dec 2011)

Improved print production & mail fulfillment process, saving \$8K. Art directed photoshoots. Designed 85+ digital & print communications/year. Co-designed visual identity & authored brand guidelines. Hired & managed 5 interns per semester. Promoted in 2012 after establishing DAM of 100K+ tagged images.

**Manhattanville College · Development · Purchase, NY**

**Jun 2004–Sep 2006**

**Design Coordinator/Jr. Web Designer**

Managed marketing budgets, print production, direct-mail fulfillment, and freelance designers. Art directed photoshoots. Designed digital & print marketing for 10+ departments, including the My Soldier program, which attracted 400,000+ registrants.

## VOLUNTEERING

**Access Queens · New York, NY**

**Mar 2015–Present**

**Sr. Director**

Leads brand strategy & digital marketing. Conceptualizes digital tools for public engagement. Has on/off-camera interviews. Collaborates with other volunteers to write articles, public statements & organize community events. Interfaces with city transit & elected officials.

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