

Michael Moody

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CAREER PROFILE:

Over 20 years of leadership experience in design, people are my biggest passion. Strong EQ with proven ability to build positive team dynamics and culture. Empower others for success through mentoring and accountability. Creative problem-solving bridging user research and business strategies to build effective user experiences. A life-long learner who is always looking for ways to improve and grow.

PROFICIENCIES

- **Software:** Sketch, Figma, Flinto, Invision, Balsamiq, Adobe XD, Photoshop, Illustrator, InDesign, After Effects, Premiere, Affinity Designer, Affinity Photo.
- **Code:** Familiar with HTML, CSS and JavaScript
- **Department of Defense Security Clearance:** Top Secret/ SCI/ NATO- Inactive

PROFESSIONAL EXPERIENCE

Fidelity Investments

2018- Present

Design leader working across UXD to create bold design experiences for our healthcare customers. Experience leading Mobile and Web design teams and utilizing various design systems. Coach and mentor designers along their career paths. Grow our team of designers by seeking new talent. Collaborate with Research to create user test plans and conduct unmoderated user studies. Additional experience with AI technologies, motion graphics, and video editing.

Director, UX

- Partnering with cross-functional leads to define product and design strategy.
- Fostering a refreshing, positive, and inclusive creative environment and culture.
- Lead, grow and motivate distributed, world-class designers.
- Bringing bold thinking to the organization while evolving user experience understanding.
- Facilitate design sessions with development teams and leadership for feedback and buy-in.
- Lead alignment design sessions with Web and Mobile teams to ensure we are solving the same customer problem.
- User-centered design utilizing agile methodologies.
- Collaborate with Design System teams

North Carolina State University

2017- 2018

Working with the universities STEM department to build stronger core competencies in mathematics for middle school students.

UI/UX Designer

- Create mood boards, storyboards, functional UI wireframes and assets for Math Mapper.
- Conduct onsite user research.
- Work with engineers to implement UI elements and build roadmaps for responsive designs.

SANCTION STUDIOS

2015- 2018

Lead designs for game-based training environments and a logistics dashboard for the US Marines. Lead Art Direction for a portion of the iOS game 'Breach and Clear: Deadline'. I also created custom videos and motion graphics for various other projects.

Co-founder/ Creative Director - (*Published title: Breach and Clear: Deadline*)

- Lead visual design and strategy for 3D virtual trainers and iOS game.
- Define business requirements with Marine SMEs and General Dynamics.
- Conducted user testing as required.
- Seek and hire a team of designers, developers, and instructional designers.

JANUS RESEARCH

2011- 2015

Direct product design leaders and product managers to define, design, and deliver exceptional customer experiences within our organization. Managed the creation of virtual training for the Department of Defense. Led production of 3D Simulators, Serious Games, and 3D Cinematics.

Associate Director of Serious Games and Cinematics/ Raleigh Studio Manager

- Lead projects for multiple cross-discipline teams consisting of art, instructional designers, and engineering.
- Mentor Artists and manage their careers and conduct their yearly evaluations.
- Inspire and foster a culture of innovation with new tools and processes.
- Grow and seek new talented designers and developers.
- Managed scope, client expectations, and deliverables.
- Managed operations for the Raleigh studio.

REDSTORM ENTERTAINMENT (Ubisoft)

2010- 2011

Video game developer creating top-quality, innovative gaming experiences including virtual reality.

Multiplayer Lead Artist- *(Published title: Ghost Recon Future Soldier)*

- Developed a training plan to build core competencies that were adopted within the studio.
- Created and applied best practices and standards between US-based studio and Ubisoft-Paris.
- Facilitated shared technology, game design and visual targets between global studios.
- Initiated core engine improvements with technical leads and artists to increase performance budgets.

REDSTORM ENTERTAINMENT (Ubisoft)

2008- 2010

Video game developer creating top-quality, innovative gaming experiences including virtual reality.

Senior/Lead Environment Artist- *(Unreleased title: Ghost Recon Predator)*

- Created studio roadmaps to improve communication and decrease production budgets, and timelines.
- Lead innovations to pipelines and workflows through stakeholders from art and engineering.

EA SPORTS (Electronic Arts)

2007- 2008

Video Game developer for many popular titles under the Sports branch of EA Studios.

Senior Texture Artist- *(Published titles: NCAA Football 09, Madden 08, Madden 09, NFL Head Coach, NFL Tour)*

- Lead central art team's schedules, training, and deliveries that serviced multiple in-house game teams.
- Innovated game engine performance gains with technical artists, engineers and CG Supervisors.
- Accountable for dependencies and critical paths; anticipate risks; provide contingency solutions and timelines.

EA SPORTS (Electronic Arts)

2005- 2007

Video Game developer for many popular titles under the Sports branch of EA Studios.

Texture Artist- *(Published titles: NCAA Football 07, NCAA Football 08, Madden 07)*

- Created highly detailed models from data capture, ambient occlusion maps, UV layout, and lighting.

EDUCATION

GREENVILLE TECHNICAL COLLEGE, Greenville, SC, 1992
A.S., Architectural Engineering

SCHOOL OF COMMUNICATION ARTS, Raleigh, NC, 1998
Certificate, Computer Art and Animation

VOLUNTEER ACTIVITIES

BAPTIST ON MISSION, Rolesville, NC, 2013-Present

Chairman- Through the Baptist Men we serve our community by volunteering to cleanup and rebuild in cases of natural disasters. Most our work locally has been building wheelchair ramps for those who have been diagnosed with a debilitating disease and the elderly. We furnish all the labor and in some cases the materials as well.

OPERATION INASMUCH, Rolesville, NC, 2013-Present

Volunteer- Operation Inasmuch is a one day event that happens once a year. We coordinate with many local charities (Hospice, food banks, homeless shelters, construction/repair, etc.) to help those in need. The work is very rewarding and a way to get to know the people in your community.

TAPROOT FOUNDATION, 2018-Present

Volunteer- Taproot helps nonprofits and social change organizations solve critical challenges in their communities with the support of skilled volunteers sharing their expertise pro bono. There are numerous non-profit organizations out there that work on limited budgets or solely on a volunteer basis. No matter what your passionate about, there is someone out there that can use your help.