

# Michael Moody

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## CAREER PROFILE:

I am a creative artist who has been involved in game development, UI/UX, and other digital media for over 18 years who has developed virtual training solutions and software apps for the US Military, Special Forces, Healthcare and Academia.

## CAREER HIGHLIGHTS

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- Create intuitive and beautiful user experiences from conception to implementation.
- Strategic problem solver who enjoys simplifying complex features and/or methodologies.
- Understands the value of user centered design.
- Team motivator who builds partnerships with developers, QA and other product owners.
- **Software:** Sketch, Flinto, Invision, Balsamiq, Adobe XD, Photoshop, Illustrator, InDesign, After Effects, Premiere, Affinity Designer, Affinity Photo, 3D Studio Max, Unity 3D.
- **Code:** Familiar with HTML, CSS and JavaScript
- **Department of Defense Security Clearance:** Top Secret/ SCI/ NATO- Inactive

## PROFESSIONAL EXPERIENCE

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### Fidelity Investments

2018- Present

Working in Fidelity's NetBenefits division, I lead UX and product designs for multiple scrum teams that are co-located across the globe. I have created experiences for HSA Reimbursement Accounts, Health and Insurance, Life Events that affect a participant's coverage, medical plan support tools for customers and co-branding with external partners. We are heavily invested in user-centered design utilizing agile methodologies. I also create custom videos, motion graphics and mentor design staff.

#### Principle UX Designer

- Create healthcare tools utilizing analytics and AI.
- Core member of Fidelity's Accessibility Team.
- Adhere to Fidelity branding, UI patterns, and standards.
- Lead weekly design meetings with distributed scrum teams and business partners.
- Create high/low fidelity mockups.

### 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.
- Unify and enhance user interactions through research data and user stories.
- Assist with user testing and research gathering.
- Work with engineers to implement UI elements and build roadmaps for responsive designs.
- Create clickable prototypes (as required).

### SANCTION STUDIOS

2015- 2018

Developers of 3D immersive trainers, mobile apps, dashboards and for the Department of Defense and the private sector.

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

- Ensured all UI/ UX mockups met clients visual and textual branding standards.
- Designed (low/medium/ high) prototypes for real-time 3D simulators, digital dashboards, and apps.
- Conducted focus groups to gather requirements from clients.
- Schedule and lead production utilizing scrum and agile workflows.
- Created motion graphics, video editing, corporate branding, logos, brochures and other print requirements.

## JANUS RESEARCH

2014- 2015

Virtual training and engineering services company for the Department of Defense.

### Associate Director of Serious Games and Cinematics/ Raleigh Studio Manager

- Planned projects for multiple cross discipline teams consisting of art, instructional designers and engineering (team size: 84). Oversaw budgets, timeframes and customer satisfaction throughout development.
- Lead team of stakeholders to increase profits with innovation, tools and training.
- Managed personnel and operations at Raleigh studio and ensured staff was working billable efforts.

## JANUS RESEARCH

2011- 2014

Virtual training and engineering services company for the Department of Defense.

### Art Production and Raleigh Studio Manager

- Reduced production costs and timelines for all cinematics and virtual training products up to 50%.
- Developed outsourcing plan for large scale projects including contracts, talent acquisition and quality control.
- Maintained and oversaw strict team compliance when handling classified materials.

## 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

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

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

## **VOLUNTEER ACTIVITIES**

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### **BAPTIST MEN, 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 man power 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.