



Sean Mosley

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Senior UX / UI / Visual Designer

SUMMARY

Solutions-driven, iterative and innovative creative with 15+ years' experience defining interactions, creating user interfaces and influencing the experiences of digital product development, service offerings and multimedia campaigns. Working team leader who collaborates across disciplines through open cooperation, communication, and humor. Known for analytically and creatively, distilling highly complex design challenges into clean, intuitive, and aesthetically pleasing solutions for mobile platforms (iOS, Android, Windows) and web-based applications.

KNOWLEDGE & SKILLS

TECHNICAL: CSS, Javascript, HTML & HTML5, Process Diagrams, Interactive Prototypes, User Personas and Scenarios, Sitemaps and Flow Charts, Usability & A/B Testing, Wireframes, Information Architecture, Bootstrap, Motion Design, cross browser validation, Typography and Iconography, Agile methodology and environment.

TOOLS: Sketch, Proto.io, Photoshop CC, Illustrator CC, After Effect CC, MS Office, Adobe XD CC, Dreamweaver CC, UserTesting.com, Abstract, Figma, Omnigraffle, Acrobat, Fireworks CC, InVision and Mural. Mac and PC savvy.

SOFT: Cultivates strong team and creative environment. High attention to detail and quality. Organized, proactive and self-motivated, able to thrive autonomously in a fast-paced, deadline-oriented environment with minimal definition.

ACCOMPLISHMENTS

UX/UI + Visual Design

- Shaped the customer, prospect, employee, and partner experiences by developing **creative content and strategy** of various software-as-a-service (SaaS) product initiatives, from rough concept through final deployment, **balancing business objectives, end-user goals, and technical requirements**. Effectively managed multiple projects simultaneously.
- **Provided visual design (specifications, look and feel) for 10+ site redesigns**. Produced mobile and responsive experiences across digital channels leveraging new design technologies, Design Thinking, and user-centered design best practices.
- Successfully **designed data visualizations, low & high-fidelity mockups, typography, navigation systems, artifacts and online pattern libraries** for e-commerce sites and corporate intranets.
- Created web marketing campaign, including: **8,000 recipient email-newsletter, e-blasts, social media ads, Facebook landing pages, microsites, and animated banners**.
- Familiar with functionality and implementation of following technologies: **Google Analytics & metrics, click-through-rate, multivariate testing, card sorting, empathy maps, style tiles, CMS, Storyboards, JIRA-Confluence, Lean Software Development, online account security, skinning and 'slice & dice'**.

Site Designs (Not firewall protected)

BJ Hydraulics
www.bjhydraulics.com

Sydax (Resp)
www.sydax.com

Top Ten Plants of MN (Resp)
www.top10plantsmn.org

MN Landscape Arboretum
www.arboretum.umn.edu

Thomas Engineering
www.thomasengineering.com

Creative Direction

- Revamped **corporate branding** and assumed **bottom-line responsibility** that resulted in \$10,000 in increased sales, stronger brand positioning and improved customer acquisition and retention.
- **Managed** internal staff and external freelance designers. Responsibilities involved: **client presentations**, tracking outlays, managing workflow, selecting vendors, assigning, reviewing and approving designs and concepts.
- Served as **principal client liaison**, by analyzing customer goals and objectives and recommending cost-effective, quality solutions. **Developed budget and coordinated production resources** to determine milestones and deliverables.
- Created innovative, entertainment/sport specialty products, apparel and packaging across multiple channels for diverse clients: **MLB, NHL, NBA, NFL, Disney, Warner Bros. Universal Studios, Great Clips, ESPN, NCAA, Nickelodeon and Coca-Cola** that were sold nationwide through a network of 300,000 mass-market retailers.
- **Created corporate identity, brand guidelines and B2B-B2C marketing materials**, including: presentations, business cards, direct mail, CD packaging, business reply cards, newsletters, calendars, logos, pocket folders, brochures, postcards, posters, bus wraps, labels, billboards, signage, banners and catalogs.
- Designed exhibit displays, marketing pieces, advertisements and edutainment installations for a **major summer exhibition that attracted record 193,000 visitors**.
- Oversaw complete redesign and production of all content for a **20,000-circulation newsletter**. Responsibilities included corporate ad design, typography, directing photo shoots, press checks and press approval.

EMPLOYMENT HISTORY

SR. UX/UI DESIGNER	Securian Financial, St. Paul, MN	04/21-Present
SR. UX/UI DESIGNER	Xcel Energy, Minneapolis, MN	07/20-04/21
SR. WEB & INTERACTION DESIGNER	Trane, White Bear Lake, MN	05/14-07/20
UX DESIGNER	Connexions, Eden Prairie, MN	12/13-04/14
UX/UI DESIGNER	Medtronic, Fridley, MN	08/13-02/14
CREATIVE PRINCIPAL	Ancestral Arts, Minneapolis, MN	05/13-Present
SENIOR ART DIRECTOR	Brandspring Solutions, Bloomington, MN	05/07-04/13
GRAPHIC DESIGNER	Creative Group/Bolger Print, Minneapolis, MN	09/04-05/07
MERCHANDISE MANAGER	J Robinson Athletics, Minneapolis, MN	02/02-08/04
SENIOR DESIGNER/ILLUSTRATOR	Fotball USA, San Diego, CA	01/00-12/02

EDUCATION

BACHELOR OF ARTS Major in studio and commercial art. University of Minnesota, Minneapolis, MN

PROFESSIONAL AFFILIATIONS

AIGA	Creativepool Network	UCN Creative and Art Directors and Creative Management
Art Director Group	Digital Art Director's Forum	
Art Director's Club	Fotograffitti	UI/UX Interactive Designer / Wireframes
Communication Arts	Graphics Professionals	Urban Creative Network
Conceptual Creative Only Network	Global Creative Network	UXPA Minnesota
Creative Intensive Network	Graphic Designers of Minnesota	
	Photoshop Illustrators Network	