

# BRANDON W. MOSLEY

UX DESIGN &  
RESEARCH LEADER



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UX design and research leader with 15+ years of experience solving complex and ambiguous user challenges, transforming digital experiences, and delivering user-centered solutions. Expert in systems thinking, user research, and usability testing, fostering continuous improvement and measuring impact.

## EXPERIENCE

### Director, Experience Design Valley Bank · Transformation

Feb 2021 – Present  
New York, NY

- **Directs business and consumer online banking UX strategy**, achieving 22% YoY user growth, retaining \$71M in mobile deposits, and reducing new business user onboarding time by 60%.
- **Partners with cross-functional teams** to resolve substantial, ambiguous digital account opening challenges, contributing to a 60% online conversion rate, a 50% in-branch business time-to-open reduction, and \$1.7B in total deposits.
- **Matured the UX research practice** by onboarding new AI-driven tools, creating playbooks, repositories, templates, and research panels, increasing output from 3 to 12 studies/year.
- **Launched listening programs** to generate user insights and drive informed decision making, roadmap prioritization, and design-led initiatives.
- **Elevated Experience Design's profile** through thought leadership initiatives, generating 300+ monthly podcast downloads and case study engagements.
- **Optimized hiring process, attracting top creative talent** that serves 4 major digital product areas. Manages facility/space design for the NY office, ensuring an efficient and productive workplace.

### UX Design Manager/UX Lead

Feb 2021 – Apr 2024

- **Built a high-performing team of 5** designers and writers, setting strategic goals and coaching individuals toward leadership growth and cross-functional impact.
- **Improved design maturity and operational efficiency by 30%** after establishing design systems, playbooks, a UX writing repository, and fostering a culture of continuous improvement.
- **Facilitated design critiques, workshops, and other learning activities** to stimulate collaboration and career growth.
- **Partnered with Product** to design and test 6 consumer and commercial digital account opening streams.

### UX Strategist

GeekHive · Consulting

Apr 2018 – Feb 2021  
New York, NY

- **Led the UX design of Your Hearing Network's healthcare provider portal**, which resulted in an 89% user satisfaction rating during beta testing.
- **Improved World Courier's shipping logistics platform** by designing a new digital experience and design system, increasing user engagement by 120% in 6 months.
- **Spearheaded accessibility remediation program** in partnership with UsableNet that generated \$100K in revenue.
- **Led client pitches and demos**, resulting in \$700K in net new sales.
- **Formed a UX practice and managed the creative team's workload**, resulting in new business capabilities, revenue lines, and a user-centered design culture.

## SKILLS

### UX DESIGN

- 🔗 Axure RP 10, Figma, Sketch, Adobe CC (InDesign/Illustrator, Photoshop, Lightroom/Audition, After Effects, Premiere)
- ✎ Miro, FigJam

### UX RESEARCH

- 🔗 Maze, Optimal Workshop, Userlytics, UserTesting
- 🔗 CrazyEgg, FullStory, Google Analytics, HotJar, Qualtrics
- 🔗 UsableNet AQA

### PROJECT MANAGEMENT

- 📅 Azure DevOps, Basecamp, Jira, Monday, Wrike, Airtable, Trello
- 📄 Confluence, Excel, Keynote, PowerPoint, Word

### CONTENT & CODE

- 📄 ChatGBT, Microsoft Copilot, Midjourney
- 📄 Grammarly | Mailchimp, Marketo, Salesforce Marketing Cloud
- 📄 Drupal, Sitecore, WordPress | Code: HTML5, CSS3 / Bootstrap, Foundation Ink

## EDUCATION

### M.A. Integrated Marketing

(Coursework)  
Manhattanville College  
Purchase, NY  
2005-2006

### B.S. Computer Graphics/Fine Arts

(Cum Laude)  
Springfield College  
Springfield, MA  
2001-2004

**Senior Product Designer**  
*Robert Half · Engagement*

**Jun 2017 – Mar 2018**  
*New York, NY*

- **LiquidHub** (6 months) Designed high-fidelity prototypes and emails and conceptualized product photography for Godiva and Ford Motors.
- **Truveris** (5 months) Designed responsive web apps, landing pages, emails, infographics, and print for 2 major pharmaceutical clients.

**Product Owner (Contract)**  
*Iron Orchard*

**Apr 2016 – Oct 2016**  
*Warwick, NY*

- **Led a cross-functional team of 7** writers, designers, and engineers to produce 5 interactive product demos for JPMorgan Chase, which led to a faster turnaround, \$110K+ in revenue, and a long-term client relationship.

**Creative Director (Self-employed)**  
*Manji Designs LLC*

**Mar 2016 – Mar 2018**  
*New York, NY*

- **Led creative direction and front-end coding for small businesses**, including customer research, responsive websites, print, brand identities, and packaging.
- **Designed a responsive website, album packaging, and print collateral** for Doone Records, boosting record sales by 57%.
- **Conducted a customer survey to inform a full brand/website redesign** for Frank's Place, increasing customer patronage and beverage sales by 200 cases/month.

**Senior UI Designer**  
*SIMPLENIGHT*

**Oct 2014 – Feb 2016**  
*New York, NY*

- **Increased cross-function productivity by 40%** after establishing a design system and new working methods and mentoring junior UI and UX designers.
- **Led an extensive design portfolio** of two responsive 300-screen e-commerce and inventory management platforms and 7 major airline white-label sites (i.e., Etihad, United Airlines, Loews, etc.).

**Senior UI Designer**  
*Fusebox*

**Jan 2013 – Sep 2014**  
*New York, NY*

- **Designed a responsive application origination platform** for GE Capital Bank, which gained \$5B in assets in less than one year.
- **Promoted to Sr. Designer with an expanded client success role**, leading the content and design of JP Morgan Chase's liquidity management desktop app.
- **Improved the navigation, information architecture, and responsive design** of Discover's Delaware branch, student loans, and financial education websites.

## PRIOR POSITIONS

**Designer & Photo Editor**  
*Connecticut College · Communications*

**Oct 2006 – Jun 2012**  
*New London, CT*

**Design Coordinator/Jr. Web Designer**  
*Manhattanville College · Development*

**Jun 2004 – Sep 2006**  
*Purchase, NY*

## VOLUNTEERING

- **National Chair, PROUD (ERG), Valley Bank**, NY, NY (Mar 2024–Present): Partners with DEI leaders to drive cultural change, support, and engagement.
- **Senior Director, Access Queens**, NY, NY (2015–2019): Led marketing, growing social media to 4.9K followers, securing 115+ media hits, and launching public forums and ongoing city partnerships.
- **Board Member, Sunnyside Chamber of Commerce**, NY, NY (2018–2019): Modernized operations and led community engagement initiatives.

