

Brandon W. Mosley



Experience Design Leader

914-629-4475 • brandon@manjidesigns.com • New York, NY (Open to Hybrid/Remote/Onsite)

Portfolio: www.manjidesigns.com • **LinkedIn:** www.linkedin.com/in/brandonwmosley

Skills

- **Leadership:** Design Thinking, Systems Thinking, Coaching/Mentorship, KPI Development, UX Strategy, Product Design, Generative AI
- **Tools:** Figma, Figma Make, InDesign, Illustrator, Photoshop, Axure RP, ChatGPT, Maze, Claude, Copilot, Confluence, Miro, Jira
- **UX Design:** Interaction Design, Visual Design, Prototyping, Wireframes, Design Systems, Responsive Design, Information Architecture, Journey Maps, User Flows, Design Sprints, Copywriting, WCAG Accessibility
- **UX Research:** Usability Testing, User Interviews, Qualitative Research, Quantitative Research, Service Blueprints, Competitive Analysis, User Personas, Survey Design, A/B Testing

Professional experience

Valley Bank

Feb 2021 - Present

Experience Design Manager

New York, NY

- Directs design UX strategy of consumer and business online banking platforms, contributing to retention \$71M in mobile deposits and reduced new-business onboarding time by 60%
- Scaled a 0-1 team of five designers, researchers, and writers across four product areas, reducing time-to-hire by 25%. Cultivate a collaborative culture through critiques and workshops, define team goals, and support professional growth.
- Leads cross-functional teams to utilize design thinking to resolve substantial, ambiguous digital account opening challenges, contributing to a 60% conversion rate, a 50% reduction in time-to-open for business customers, and \$1.7B in deposits.
- Boosts UX maturity by onboarding AI tools, establishing design systems, and structuring new ways of working with output governance, increasing research studies from 3 to 12/year and improving team efficiency by 30%.
- Leads and scales a multi-channel user feedback program, establishing user insights and UX KPIs that directly informed product strategy, roadmap prioritization, and CX reporting.
- Raises Product organization's visibility through senior-leader presentations, written case studies, and podcasts, resulting in over 500 downloads and new partnership opportunities.
- Partners with product, engineering, and research to design and validate 6 digital account opening streams, reducing user abandonment rates by 6% (consumer) and 7% (commercial).

Manji Designs LLC

Mar 2016 - Present

Creative Director (Self-employed)

New York, NY

- Utilizes AI-assisted design to produce digital, print, and email marketing for a NYS assembly candidate, reducing production time by 60%.
- Conducted a customer research to inform Frank's Place's marketing and brand strategy, increasing customer patronage and beverage sales by 200 cases/month.
- Coded responsive websites with HTML5 & CSS, designed packaging, print, and digital creative for Doone Records, boosting record sales by 57% and expanding online footprint.
- Provided HTML5/CSS3 coding, customer research, and creative direction to produce digital and print campaigns small businesses, resulting in social media, product sales, and web traffic growth.

GeekHive
UX Strategist

Apr 2018 – Feb 2021
New York, NY

- Led the product design of Your Hearing Network’s healthcare provider portal, resulting in an 89% user satisfaction rating during beta testing.
- Improved World Courier’s shipping logistics platform by establishing a design system and UI interaction patterns, boosting user engagement by 120% in 6 months.
- Formed the first UX practice, managed team operations, and facilitated client pitches, launching three new business capabilities, including accessibility remediation with UsableNet, driving \$800K in new revenue.

LiquidHub
Senior Product Designer (Contract)

Oct 2017 – Mar 2018
New York, NY

- Pitched art direction concepts for Godiva holiday campaigns and adapted imagery into responsive HTML email templates, digital ads, and social media posts, resulting in a cohesive brand experience across channels.
- Produced high-fidelity prototypes and digital assets for Ford Motor’s consumer car-buying platform, enabling the development team to validate user flows and accelerate the design-to-development handoff.

Truveris
Senior Product Designer (Contract)

Jun 2017 – Oct 2017
New York, NY

- Designed new screen flows for TruBid, an internal PharmaTech platform, which streamlined employer navigation and helped secure cost-effective prescription drug coverage.
- Created responsive landing pages, emails, and print materials for pharma partners, including Duzallo and Nuessa, and designed trade show environmental graphics and case studies to strengthen brand presence.
- Enhanced company culture and engagement by producing employee videos, leading icebreaker activities, and fostering cross-team connections.

Iron Orchard
Product Owner (Contract)

Apr 2016 – Oct 2016
Warwick, NY

- Managed a cross-functional agile team of 7 writers, designers, and engineers to develop 5 interactive demos for JPMorgan Chase, resulting in a fast turnaround, \$110K+ in revenue, and a long-term client relationship.

SIMPLENIGHT · New York, NY
Senior UI Designer

Oct 2014 – Feb 2016
New York, NY

- Increased cross-functional productivity by 40% after establishing a design system, implementing cross-functional working processes, and mentoring junior UI and UX designers.
- Oversaw a B2B portfolio that included two 300-screen responsive e-commerce and inventory-management platforms and seven airline white-label sites (Etihad, United Airlines, Loews).

Prior positions available upon request.

Education

Springfield College

Bachelor of Science • Computer Graphics & Fine Arts

Springfield, MA

GPA: 3.6 (Cum Laude)