

BRANDON W. MOSLEY

EXPERIENCE DESIGN &
RESEARCH LEADER



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SUMMARY

User experience leader with 15+ years guiding teams to deliver impactful, user-centered solutions to complex challenges. Consistently drives measurable improvements by utilizing product design, user research, and design thinking. Expert at systems thinking and building/scaling top-performing UX design, content, and research teams to achieve business results.

EXPERIENCE

Valley Bank · New York, NY

Director, Experience Design

Feb 2021 – Present

Apr 2024 – Present

- **Directs business and consumer online banking UX strategy**, achieving \$71M in retained consumer mobile deposits and a reduction of new business 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-powered tools, creating playbooks, repositories, templates, and research roadmaps, increasing output from 3 to 12 studies/year.
- **Launched a user listening program** with 6 new feedback channels and 2 research panels that grossed 300+ registrants in 30 days to inform product strategy and roadmap decisions.
- **Elevated Experience Design's profile** through thought leadership initiatives, generating 300+ podcast downloads and case study views/month.

UX Design Manager

Dec 2022 – Apr 2024

- **Scaled a high-performing design and content team of 5** across 4 key product areas, defining strategic goals, fostering professional growth, and streamlining hiring to reduce time-to-hire by 25%.
- **Elevated design maturity and improved operational efficiency by 30%** by implementing design systems, playbooks, and content repositories, and cultivating a culture of collaboration and continuous learning through critiques and workshops.

UX Lead

Feb 2021 – Dec 2022

- **Partnered with Product** to design and test 6 digital account opening streams, reducing user abandonment rates by 5.76% (consumer) and 6.98% (commercial).

GeekHive · New York, NY

UX Strategist

Apr 2018 – Feb 2021

- **Led the UX 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 interaction patterns, boosting user engagement by 120% in 6 months.
- **Formed the UX practice, managed team operations, and facilitated client pitches**, launching 3 new business capabilities, including an accessibility remediation program with UsableNet, driving \$800K in new revenue.

LiquidHub · New York, NY

Senior Product Designer (Contract)

Oct 2017 – Mar 2018

- **Pitched art direction concepts** for Godiva holiday campaigns, adapting imagery into responsive HTML email templates, digital ads, and social media posts.
- **Produced high-fidelity prototypes** and digital assets for Ford Motor's consumer car buying digital platform.

Truveris • New York, NY**Jun 2017 – Oct 2017****Senior Product Designer (Contract)**

- **Designed new screen flows** for TruBid, an internal PharmaTech platform helping employers secure cost-effective prescription drug coverage.
- **Created responsive landing pages, emails, and print marketing** for pharma partners, including *Duzallo* and *Nuversa*. Designed corporate event 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.

Manji Designs LLC • New York, NY**Mar 2016 – Mar 2018****Creative Director (Self-employed)**

- **Provided HTML5/CSS3 coding, customer research, and creative direction**, designing responsive websites, print marketing, brand identities, and packaging for small businesses.
- **Designed a website, album packaging, and print collateral** for Doone Records, boosting record sales by 57%.
- **Conducted a customer survey** to inform Frank's Place's marketing and brand strategy, boosting customer patronage and beverage sales by 200 cases/month.

Iron Orchard • Warwick, NY**Apr 2016 – Oct 2016****Product Owner (Contract)**

- **Managed a cross-functional content, design, and engineering team of 7** to produce 5 interactive demos for JPMorgan Chase, resulting in a fast turnaround, \$110K+ in revenue, and a long-term client relationship.

SIMPLENIGHT • New York, NY**Oct 2014 – Feb 2016****Senior UI Designer**

- **Increased cross-functional productivity by 40%** after establishing a design system and new working methods and mentoring junior designers.
- **Oversaw an extensive B2B portfolio** of 2 responsive 300-screen e-commerce and inventory management platforms and 7 major airline white-label sites, including Etihad, United Airlines, and Loews.

Fusebox • New York, NY**Jan 2013 – Sep 2014****Senior UI Designer**

- **Designed a responsive account opening platform** for GE Capital Bank, which gained \$5B deposits in 1 year.
- **Promoted to Sr. Designer with an expanded client success role**, leading the content and design of JPMorgan Chase's liquidity management desktop app.
- **Improved the navigation, information architecture, and mobile design** of Discover's Delaware branch, student loans, and financial education websites.

PRIOR POSITIONS AVAILABLE UPON REQUEST.**SKILLS**

- 🏆 **STRATEGIC LEADERSHIP:** Coaching/Mentorship · Design Ops · Design Thinking · Performance Management · Stakeholder Management · Storytelling · Systems Thinking · Thought Leadership · UX KPIs · UX Strategy
- 🛠️ **UX DESIGN TOOLS:** Adobe Creative Suite (InDesign, Illustrator, Photoshop) · Axure RP · Figma · Miro · Sketch
- 🔍 **UX RESEARCH TOOLS:** Crazy Egg · FullStory · Google Analytics · HotJar · Maze · Optimal Workshop · Qualtrics · UsableNet AQA · UserTesting · Userlytics
- 🤖 **GENERATIVE AI:** ChatGPT · Grammarly · Copilot · Midjourney
- 🔗 **FRONT-END DEVELOPMENT:** Bootstrap · CSS3 · HTML5 · Salesforce Lightning
- 📅 **PROJECT MANAGEMENT:** Airtable · Azure DevOps · Basecamp · Confluence · Jira · Monday · Product Board
- 📁 **UX DELIVERABLES:** Design Systems · Information Architecture · Journey Maps · Low/High-fidelity Prototypes · Research Brief · Research Analysis · Roadmaps · Service Blueprints · Service Design · Usability Testing · User Flows · User Interviews · User Personas · User Stories · Wireframes

EDUCATION

- **Bachelor of Science** • Computer Graphics & Fine Arts (Cum Laude) | Springfield College · Springfield, MA
- **Master of Arts** (Coursework) • Integrated Marketing | Manhattanville College · Purchase, NY

VOLUNTEERING

Valley Bank • New York, NY 2024 - 2025

National Chair, PROUD (Business Resource Group)

- **Partnered with HR leaders to drive organizational cultural change**, producing 3 webinars that attracted 300+ attendees and achieved a 25% increase in employee engagement.

Senior Director • New York, NY 2015 - 2019

Access Queens

- **Led design and outreach strategy** for the 7 Train Blues initiative, growing social media following by 175% to 4,900 followers in 6 months, securing 115 media placements, and establishing partnerships with city agencies.

Sunnyside Chamber of Commerce • New York, NY 2018 - 2019

Board Member

- **Modernized operations and implemented three new digital channels** (social, email, web), increasing community engagement and boosting membership by 275 registrations in 4 months.