

# Marcus Moody

P: [www.marcus-moody.com](http://www.marcus-moody.com)  
E: [marcusmoody.design@gmail](mailto:marcusmoody.design@gmail.com)  
L: [marcus-moody-designer](#)  
P: (347) 208-8567

## Experience

### Blue Cross Blue Shield of Michigan

*Interactive Visual Designer*

*Jan 2022 - Present*

- Transformed research into human-centered insights using data-driven stories, infographic dashboards, and member-focused blueprints.
- Developed modular visual libraries—effectively cutting down production time for deliverables and project staffing by 16%.
- Co-led 8 cross-team initiatives; 6 concepts were greenlit for prototyping within weeks.

### Freelance Designer

*Self Employed*

*Jun 2018 - Present*

Bringing clients vision to life through UI/UX, motion design, and social outreach across diverse industries.

### MindLanguage AI

*Design Lead*

*Sep 2024 - Nov 2024*

- Led marketing and design while shaping our product narrative.
- Grew token valuation from 1.5M to 5.5M USD through coordinated campaigns across Discord and Twitter.
- Onboarded 1,000+ Mindtrade and cut user mis-configured strategies by 13% with animated product walkthroughs.
- Strategically extended our marketing runway by four weeks—boosting investor outreach by 30%.

### Wish ATL

*UX/UI Designer*

*Sep 2022 - Nov 2022*

- Established an immersive online shopping experience, geared toward a future with augmented reality.
- Work alongside the the lead designer to develop a product roadmap to continue growing Wish ATL's store and experience

### Mothership Corp.

*Creative Designer*

*Apr 2018 - Feb 2021*

- Edited and animated 40 second promotional video that would serve as a video template for Enchant Christmas.
- Leverage asset libraries to design presentation decks for Nickelodeon and other clients.

## Education

### Savannah College of Art & Design

*Sep 2024 - Nov 2024*

Bachelor of Fine Arts in Game Development & Interactive Design

## Skills & Tools

UX/UI Design, Motion Design, Visual Design, Web Design, Design Thinking, Wire Framing, Prototyping, Blueprinting, Research, Collaboration, Mockups, Figma, Spline, Adobe Creative Suite, Runway AI, Kling AI, Play.ht, Mural, Dovetail, PowerPoint, Typefully