

Marcus Moody

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Experience

Blue Cross Blue Shield of Michigan

Interactive Visual Designer (Jan 2022 - Jun 2025)

- Designed and delivered interactive training blueprints and data-driven storyboards, transforming complex research into accessible learning for diverse internal stakeholders
- Created modular instructional assets (guides, templates, dashboards) that reduced training prep time and improved knowledge transfer efficiency by 16%
- Facilitated cross-departmental workshops and learning sessions, guiding staff through new processes; 6 training prototypes were adopted for broader implementation within weeks

MindLanguage AI

Freelance - Design Lead (Sep 2024 - Nov 2024)

- Designed and implemented animated product walkthroughs and onboarding tutorials, reducing user setup errors by 13% and onboarding 1,000+ learners onto the platform
- Facilitated training-style sessions across Discord and Twitter communities, ensuring adoption of AI-driven trading tools and practical understanding of platform fundamentals
- Produced support resources and knowledge guides that extended user learning and improved retention, boosting outreach effectiveness by 30%

Wish ATL

Freelance - UX/UI Designer (Jun 2021 - Nov 2021)

- Collaborated with retail stakeholders to design immersive digital training experiences for customers and staff, integrating interactive design principles into future AR shopping modules
- Created prototype walkthroughs and instructional content to support rollout of new store technology and workflows

Mothership Corp.

Freelance - Creative Designer (Mar 2021 - Jun 2021)

- Designed instructional presentation decks and visual storytelling aids for clients including Nickelodeon, enabling effective communication of complex ideas to non-technical stakeholders

PullSpark

Freelance - Creative Designer (Jan 2021 - Feb 2021)

- Produced video-based learning templates adaptable for seasonal campaigns, streamlining future content creation and knowledge sharing

Education

Savannah College of Art & Design (Mar 2012 - May 2016)

- Bachelor of Fine Arts in Game Development & Interactive Design

Skills & Tools

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