



SEAN MOSLEY  
**PORTFOLIO**





# VISUAL DESIGN/UX/UI/IA



## CLIENT

Trane North America

## DATE

2014 - Present

## RESPONSIBILITIES

Sitemaps/IA, Process Flows,  
Navigation Patterns  
Visual Concepts, Interactive  
Prototypes, Animation Concepts,  
Sketches, Wireframes, User  
Scenarios, Data Visualizations,  
Design Specifications,  
Hi/Lo Fidelity Mockups, Typography/  
Iconography

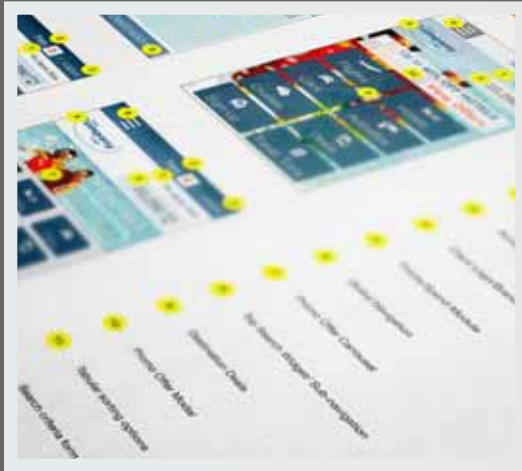
## ROLE

Sr. Interaction and Web Designer

## ACCOMPLISHMENTS

Shaped the customer, prospect, employee, and partner experiences by developing creative content and strategy of various software as a service (SaaS) product initiatives, from rough concept through final deployment, balancing business objectives, end-user goals, and technical requirements.

# VISUAL DESIGN/UX/UI/IA



## EMPLOYER

Connexions Loyalty

## DATE

2013-2014

## RESPONSIBILITIES

Sitemaps/IA, Process Flows,  
Navigation Patterns  
Visual Concepts/Prototypes,  
Sketches, Wireframes,  
Interactions Models, Hi/Lo  
Fidelity Mockups

## ROLE

UX/UI/IA Designer

## ACCOMPLISHMENTS

Conceptualized and designed  
W3C ADA compliant user  
interface solutions for  
responsive web and base  
product applications that serve  
various clients, including: Chase  
Bank, Mastercard, and Citibank.





# VISUAL DESIGN/UX/UI/IA



## CLIENT

Medtronic

## DATE

2013-2014

## RESPONSIBILITIES:

Sitemaps/IA, Process Flows,  
Navigation Patterns  
Visual Concepts/Prototypes,  
Sketches, Wireframes,  
Interactions Models, Hi/Lo  
Fidelity Mockups

## ROLE

UX/UI Designer

## ACCOMPLISHMENTS

Envision, concept, layout,  
prototype, and produce  
high-impact interactive  
interfaces within a content  
management system;  
including social, mobile, site  
and syndicated channels.

# VISUAL DESIGN/UX/UI/IA



## EMPLOYER

Brandspring Solutions

## DATE

2007-2013

## RESPONSIBILITIES

CMS, CSS, PPC, HTML5, FBML, UI,  
UX, WordPress, Art Direction

## ROLE

Senior Art Director

## URLs

[www.strategicbusinessgroup.com](http://www.strategicbusinessgroup.com)  
[www.etchmenu.com](http://www.etchmenu.com)  
[www.cgiinspection.com](http://www.cgiinspection.com)  
[www.arboretum.umn.edu](http://www.arboretum.umn.edu)  
[www.bjhydraulics.com](http://www.bjhydraulics.com)  
[www.thomasengineering.com](http://www.thomasengineering.com)  
[www.rinkequipmentresource.com](http://www.rinkequipmentresource.com)  
[www.wisconsinovariancancer.com](http://www.wisconsinovariancancer.com)  
[www.top10plantsmn.org](http://www.top10plantsmn.org)  
[www.sydax.com](http://www.sydax.com)

## ACCOMPLISHMENTS

Successfully designed UI and UX  
patterns for e-commerce sites  
and corporate intranets.





**Make the Arboretum  
YOUR PLACE**

**Your wedding can SAY 'I DO' AT TO THE ARBORETUM.**

Calculate our gardens, ball displays and a red grand staircase are perfect for your special day.

**Go green by planning your wedding at the Arboretum.**

**Reserve your next event for daytime or after-hours**

- Catering packages available
- Complimentary admission
- Free parking
- Out-of-kind setting included
- Free WiFi

**EASY TO PLAN.  
EASY ON THE BUDGET.**

**ROYA LANDSCAPE IS PROUD TO SERVE THE COMMUNITY**

Book of 2 VIP tickets

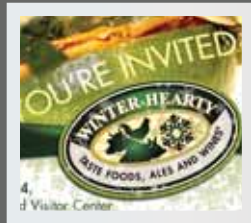
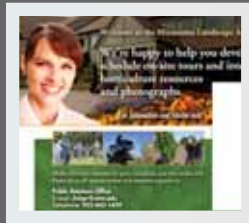
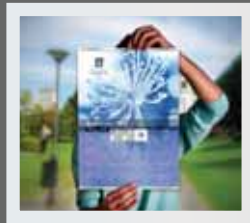
Submit Decision Request

**UNIVERSITY OF MICHIGAN**

**ARBORETUM**



# BRANDING CAMPAIGNS



## CLIENT

MN Landscape Arboretum

## DATE

2007-2013

## RESPONSIBILITIES:

Concept & Layout, Branding, Advertising, Illustration, Product Design, Logo, Identity & Collateral, Displays & Signage, Vendor Selecting & Sourcing

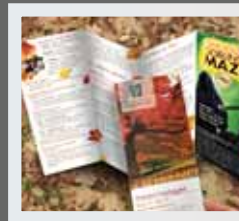
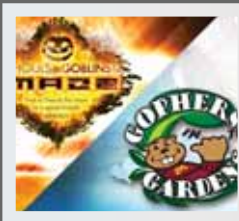
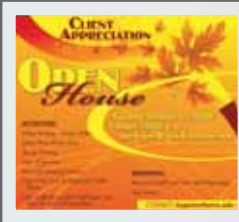
## ROLE

Senior Art Director

## ACCOMPLISHMENTS

Responsible for the creative direction and vision of various design initiatives, from rough concept through deployment of final product, within time and budget parameters. Effectively manage multiple projects simultaneously.

# EXHIBITION & EVENT CAMPAIGNS



## CLIENT

MN Landscape Arboretum

## DATE

2007-2013

## RESPONSIBILITIES:

Concept & Layout,  
Branding, Advertising,  
Illustration, Product Design,  
Logo, Identity & Collateral,  
Displays & Signage, Vendor  
Selecting & Sourcing

## ROLE

Senior Art Director

## ACCOMPLISHMENTS

Design of exhibit displays,  
marketing pieces,  
advertisements and  
edutainment installations  
for the annual summer  
exhibition that attracts  
193,000 visitors





# PRINT CAMPAIGNS



## CLIENT

MN Landscape Arboretum

## DATE

2007-2013

## RESPONSIBILITIES:

Concept & Layout,  
Branding, Advertising,  
Illustration, Product Design,  
Logo, Identity & Collateral,  
Displays & Signage, Vendor  
Selecting & Sourcing

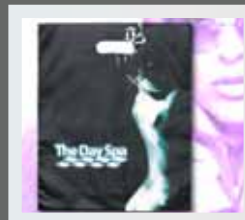
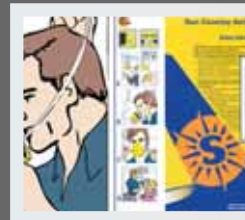
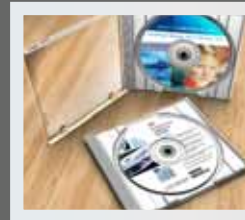
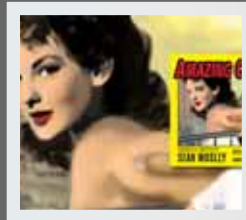
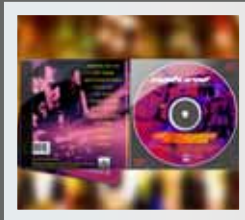
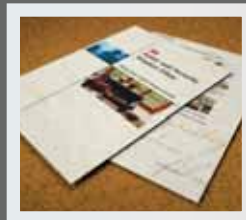
## ROLE

Senior Art Director

## ACCOMPLISHMENTS

Oversaw complete redesign and production of all content for a 20,000-circulation newsletter. Responsibilities included corporate ad design, directing photo shoots, press checks and press approval.

# 3M/FREELANCE WORK



## EMPLOYER

Bolger/Creative Group

## DATE

2004-2007

## RESPONSIBILITIES:

Concept & Layout,  
Illustration, Product Design,  
Logo, Identity & Collateral,  
Displays & Signage

## ROLE

Graphic Designer

## ACCOMPLISHMENTS

Designed corporate identity, brand guidelines and marketing materials, including: presentations, business cards, direct mail, CD packaging, business reply cards, newsletters, calendars, logos, pocket folders, brochures, postcards, posters, bus wraps, labels, billboards, signage, banners and catalogs.





**3M Performance Additives (M30K)**  
55 WEIGHT  
MORE MUSCLE

**3M TechnicalNews**  
Volume 1, 2003  
Issue Contents:  
3M Prestige Series Window Film Page 1  
3M Window Films Invented With Cancer-Fighting Compound Page 2  
3M Affinity Window Film Page 2

**3M Prestige Series Window Films**  
3M Prestige Series Window Films are now the leader of a world that might also claim the honor of your window's overall well-being. Because 3M Prestige Series Window Film are so smart, they are not susceptible to moisture and do not combine with UV rays to create a yellow stain. They naturally block out infrared heat to keep your interior cool. And the Prestige Series Window Film's advanced UV inhibitors offer low reflectivity. In fact, 99% of the infrared reflecting, even they glass heat. A lead-free, non-toxic formula of the Prestige Series Window Film line of products is also being designed to protect from what the sun is doing, at the darkest parts of the day so, when the sun is shining brightly, you are performing better too.

Quantities of up to 100 sq. ft. can be applied from one roll. One roll of the Prestige Series Window Film can be used on three times the area of a 3M window. The product features the most advanced heat film and infrared-reflecting.

A real life advantage of Prestige Series Window Film is that they block 97% of the sun's infrared energy. Please see the data table below for performance figures.

Your glass contractor will install a roll onto a tight description of 3M Prestige Series Window Film.

Product	UV Radiation	Infrared Radiation	Visible Light	Heat	Glare	Energy Savings
3M Prestige Series Window Film	97%	97%	88%	97%	97%	97%
Standard Window Glass	0%	0%	0%	0%	0%	0%

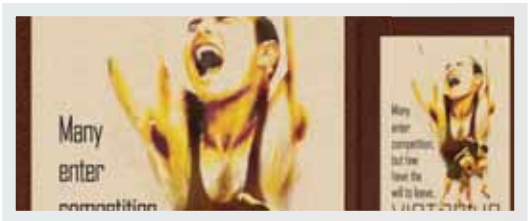
**3M VFP 3M NORTHWEST CONTRACTOR**

**3M-MATIC™ MOBILE DEMONSTRATION VEHICLE**  
We will be playing to us \_\_\_\_\_

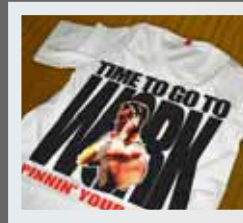
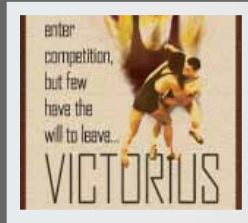
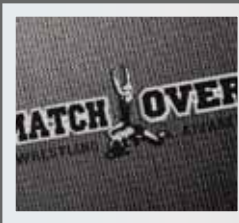
**3M Avagard™ Hand Hygiene Manual 2003**  
3M Innov

**3M-MATIC™ MOBILE DEMONSTRATION VEHICLE**  
Designed to withstand the harshest spray wash environments. Meets all standards. Equipped with 80% moisture barrier for ultimate productivity in high-pressure, corrosive packaging environments.

**MOBILE DEMONSTRATION VEHICLE**  
Features a 2.0 L. 17-horsepower engine to reduce superior torque and parking time. Seats up to 30.



# J ROBINSON ATHLETICS



## EMPLOYER

J Robinson Athletics

## DATE

2002-2004

## RESPONSIBILITIES:

Packaging, Branding, Illustration, Product Design, Logo, Identity, Displays

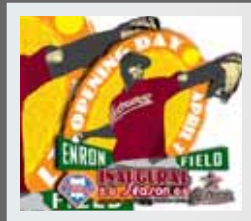
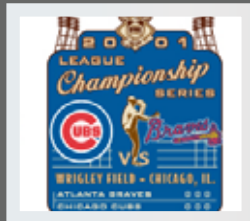
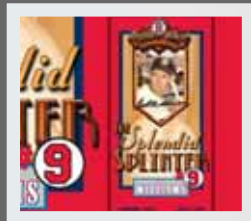
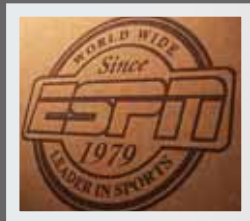
## ROLE

Merchandise Manager

## ACCOMPLISHMENTS

Revamped corporate branding and assumed profit & loss responsibility, resulting in \$10,000 in increased sales, stronger company positioning and improved customer acquisition and retention.

# FOTOBALL, U.S.A



## EMPLOYER

Fotoball U.S.A.

## DATE

2000-2002

## RESPONSIBILITIES:

Packaging, Branding, Illustration, Product Design, Logo, Identity, Displays

## ROLE

Senior Graphic Designer/  
Illustrator

## ACCOMPLISHMENTS

Created innovative, entertainment/sport specialty products, apparel and packaging for clients: MLB, NHL, NBA, NFL, Disney, Warner Bros. Universal Studios, Great Clips, ESPN, NCAA, Nickelodeon and Coca-Cola that were sold nationwide through a network of 300,000 mass-market retailers.



JANUARY 2, 2002

**FOU**

TAKE THE GAME HOME


  
 JANUARY 2, 2002  
**FOU**  
**FRANCIS**  
**500**  
 CAREER GOALS


  
 Award For Most  
 Goals Scored In  
 A Season

Awarded To  
 The Player Who  
 Scores The Most  
 Goals In A Season

Awarded To The  
 Player Who  
 Scores The Most  
 Goals In A Season

**COMMEMORATIVE PUCK**  
[www.fou.com](http://www.fou.com)

BE For



## CONTACT INFO

Sean Mosley

5845 10th Avenue South, Minneapolis, MN 55417

Portfolio: [www.seanmosleyonline.com](http://www.seanmosleyonline.com)

Cell: 612.237.2773 | Email: [sean.mosley@comcast.net](mailto:sean.mosley@comcast.net)



## PROFILE

Solutions-driven, iterative and innovative creative with 15+ years' experience defining interactions, creating user interfaces and influencing the experiences of digital product development, service offerings and multimedia campaigns. Working team leader who collaborates across disciplines through open cooperation, communication and humor. Known for analytically and creatively, distilling highly complex design challenges into clean, intuitive and aesthetically pleasing solutions for mobile platforms (iOS, Android, Windows) and web-based applications.



## HARD SKILLS

Photoshop CC	● ● ● ● ○	Android/Material Design	● ● ● ● ○	Typography/Iconography	● ● ● ● ○
Experience Design CC	● ● ● ● ○	Illustrator CC	● ● ● ● ○	InVision	● ● ● ○ ○
Sketch	● ● ● ● ○	Agile Methodology	● ● ● ● ○	AfterEffects CC	● ● ● ○ ○
User Experience	● ● ● ● ○	Mac/PC	● ● ● ● ○	Dreamweaver CC	● ● ● ○ ○
User Interface	● ● ● ● ○	MS Office Suite	● ● ● ● ○	Jira/Confluence	● ● ● ○ ○
Information Architecture	● ● ● ● ○	HTML5 / CSS	● ● ● ● ○	Proto.io	● ● ○ ○ ○
iOS/Human Interface	● ● ● ● ○	Omnigraffle	● ● ● ● ○	Axure	● ● ○ ○ ○



## EMPLOYMENT HISTORY

SENIOR WEB & INTERACTION DESIGNER	Trane North America, White Bear Lake, MN	05/14-Present
UX DESIGNER	Connexions Loyalty, Eden Prairie, MN	12/13-4/14
UX/UI DESIGNER	Medtronic, Fridley, MN	08/13/02/14
CREATIVE PRINCIPAL	Ancestral Arts, Minneapolis, MN	05/13-Present
SENIOR ART DIRECTOR	Brandspring Solutions, Bloomington, MN	05/07-04/13
GRAPHIC DESIGNER	Creative Group/Bolger Print, Minneapolis, MN	09/04-05/07
MERCHANDISE MANAGER	J Robinson Athletics, Minneapolis, MN	02/02-08/04
SENIOR DESIGNER/ILLUSTRATOR	Fotoball USA, San Diego, CA	01/00-12/02
GRAPHIC DESIGNER/WEBMASTER	Market America Corp., Falcon Heights, MN	05/98-12/99