



# Sean Mosley

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## SUMMARY

**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.

## EMPLOYMENT HISTORY

### SR. UX/UI DESIGNER      Securian Financial, St. Paul, MN      04/21-Present

- Create navigational structures, conceptual frameworks, process flows, wireframes, prototypes, and interaction specifications for digital experiences across business units and user groups, in collaboration with enterprise partners.
- Leads usability testing, including ongoing usability studies, to obtain direct user feedback and make recommendations for improvement as needed.
- Work with cross-functional business and technology teams and key stakeholders in an agile environment to create highly effective and user-centered digital solutions.

### SR. UX/UI DESIGNER      Xcel Energy, Minneapolis, MN      07/20-Present

- Re-platforming web and mobile experiences for flagship website, [xcelenergy.com](http://xcelenergy.com), the MyAccount customer portal as well as Xcel Energy mobile application on top of a component-based system (Salesforce).
- Creates and presents entirely new concepts, specifies changes for existing experiences that addresses usability issues or new business objectives to product managers, content strategists, business analysts, delivery managers and developers.
- Develop user flows, prototypes and wireframes to specify proposed experiences; includes design objectives & rationale, as well as interaction details while factoring in technological constraints.

### SR. WEB & INTERACTION DSGNR      Trane, White Bear Lake, MN      05/14-07/20

- Design application screens and provide specifications for visual styling and layout for Engineering within an Agile environment. Support internal customers as a subject matter expert and creating personas.
- Create user-centered designs by considering market analysis, customer feedback, site metrics and usability testing. Build and deliver workflows, interactions and documentation of user needs working with PdM, BA, PM and Dev.
- Research & develop UI designs for mobile, tablet and cloud-based applications. Conduct product qualification testing and participate in field trials.

### UX DESIGNER      Connexions Loyalty, Eden Prairie, MN      12/13-04/14

- Produced mobile and responsive designs within a content management system leveraging new design technologies, user experience best practices and information architecture.
- Envision, concept, layout, prototype and produce high-impact mobile and responsive interfaces for enterprise-level website system and clients: Bank of America, Chase, Discover, USAA, Delta Airlines and Mastercard.
- Gather and document business, functional and end-user requirements. Work closely with a cross-functional team that includes developers, solutions analyst, and stakeholders to create simple, user-centric deliverables.

### UX/UI DESIGNER      Medtronic, Fridley, MN      08/13-02/14

- Envision, concept, prototype and produce high-impact interactive interfaces for all digital media forms; including social, mobile, site and syndicated channels. Generate information architecture, wireframes and user flow models.
- Lead design review sessions with project teams, acquiring consensus and approvals on designs and documentation. Visual and simplify complex systems and solve problems both analytically and creatively.
- Collaborated with business analysts, business sponsors, project managers and IT teams to obtain and understand business requirements. Showcase client presentations skills, idea generation and brainstorming.

### CREATIVE PRINCIPLE      Ancestral Arts, Minneapolis, MN      05/13-Present

- 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.

- Serve as principle client liaison, by analyzing customer goals and objectives and recommending cost-effective, quality solutions. Develop budget and coordinate production resources to determine milestones and deliverables.
- Awarded contributing art directorship of the NYHerald.com, an urban lifestyle and entertainment online newspaper.

**SENIOR ART DIRECTOR** **Brandspring Solutions, Bloomington, MN** **05/07-04/13**

- Successfully developed information architecture, user interfaces and navigation systems for a variety of e-commerce sites and corporate intranets. Created web marketing campaign, including: 8,000 recipient email-newsletter, e-blasts, social media ads, Facebook landing pages, microsites, Flash video forms and animated banners.
- Provided visual design (layout, look and feel) for 10+ site redesigns. Refreshed site architecture and navigation, utilizing contemporary web trends and consumer feedback to target a nationwide market.
- Design of exhibit displays, marketing pieces, advertisements and edutainment installations for a major summer exhibition that attracted record 193,000 visitors.
- 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.
- Team leader of a staff of 20 internal and freelance designers. Responsibilities involved: tracking outlays, managing workflow, selecting vendors, assigning, reviewing and approving designs and concepts.

**GRAPHIC DESIGNER** **Creative Group/Bolger Print, Minneapolis, MN** **09/04-05/07**

- Designed corporate identity, brand guidelines and B2B-B2C 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.

**MERCHANDISE MANAGER** **J Robinson Athletics, Minneapolis, MN** **02/02-08/04**

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

**SENIOR DESIGNER/ILLUSTRATOR** **Fotball USA, San Diego, CA** **01/00-12/02**

- 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.

**KNOWLEDGE & SKILLS**

**TECHNICAL:** CSS, Javascript, HTML & HTML5, Process Diagrams, Interactive Prototypes, User Personas and Scenarios, Sitemaps and Flow Charts, Usability & A/B Testing, Wireframes, Information Architecture, Bootstrap, Motion Design, cross browser validation, Typography and Iconography, Agile methodology and environment.

**TOOLS:** Sketch, Figma, Proto.io, Photoshop CC, Illustrator CC, After Effect CC, MS Office, Adobe XD CC, Dreamweaver CC, InDesign CC, Omnigraffle, Acrobat, Fireworks CC, InVision and Mural. Mac and PC savvy.

**SOFT:** Cultivates strong team and creative environment. High attention to detail and quality. Organized, proactive and self-motivated, able to thrive autonomously in a fast-paced. deadline-oriented environment with minimal definition.

**EDUCATION**

**BACHELOR OF ARTS** Major in studio and commercial art. University of Minnesota, Minneapolis, MN

**PROFESSIONAL AFFILIATIONS**

AIGA	Creativepool Network	UCN Creative and Art Directors and Creative Management
Art Director Group	Digital Art Director's Forum	UI/UX Interactive Designer / Wireframes
Art Director's Club	Graphics Professionals	Urban Creative Network
Conceptual Creative Only Network	Global Creative Network	UXPA Minnesota
Creative Intensive Network	Graphic Designers of Minnesota	