

Ali Moody

Product Designer

Work Experience

Senior Product Designer

- Led UI/UX design efforts for GrandPad Tablet and associated tools, catering to the unique needs of seniors aged 80+ as well as their families and caregivers.
- Work spanned iOS, Android, and web applications for users on consumer (B2C), enterprise (B2B), and internal platforms.
- Worked on a cross-functional team to develop an LLM trained to give seniors companionship and peace of mind.
- Managed and mentored a team of product and game designers. Held team rituals like weekly syncs and sprints.
- Established processes, guidelines, and design systems to enhance and scale UX capabilities.
- Facilitated design sprints and workshops to drive collaborative ideation and design thinking company-wide.

GrandPad
October 2022 - Present

Product Designer

- Conducted usability testing and user interviews with customers, clients, internal users, and seniors.
- Developed new ideas and feature improvements from user research and product performance data.
- Promoted to Senior Product Designer in 2021.

GrandPad
July 2020 - Oct 2022

Digital Design Lead

- Spearheaded corporate website redesign and curated new content to elevate brand visibility and engagement.
- Developed streamlined workflows and systems to facilitate international business operations, enhancing operations.
- Implemented global social media strategy, increasing brand reach and engagement.
- Crafted a cohesive voice and tone guide to ensure brand consistency and alignment across all digital touchpoints.
- Conducted in-depth analysis of digital marketing metrics and delivered insightful presentations to leadership, informing strategic decision-making.
- Managed large projects involving cross-functional teams.
- Promoted from Digital Designer in 2017.

Arlon Graphics, LLC
Feb 2016 - May 2019

Contact

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Skills

- UX Research Methods
- UI Design
- Design Systems
- Graphic Design
- Information Architecture
- Wireframing
- Usability Testing
- User Interviews
- Rapid Prototyping
- Accessibility Design
- Data Analysis & Testing
- Management & Leadership
- Collaboration
- Project Planning
- Presentation Skills

Tools

- Figma
- Adobe Creative Suite
 - Photoshop*
 - Illustrator*
 - Indesign*
 - XD*
 - Premiere*
 - After Effects*
- HTML & CSS
- Microsoft Office & G-Suite
- Google Analytics

Education

BA, Design & Media Arts
UCLA, 2011

**MBA, Organizational Leadership
and Entrepreneurship**
CSU Fullerton, 2022

Ali Moody Product Designer

Experience, Continued

Production Artist: Interactive

- Conceptualized and designed interactive experiences for television and set-top box interfaces.
- Utilized wireframes, prototyping, user flows, and visual design to innovate new interactions, enhancing user engagement.
- Contributed to 5+ patent applications for innovative interaction patterns between social media, smartphones, and Smart TVs.
- Produced meticulous design specifications and assets for seamless handoff to the development team, ensuring accurate implementation.
- Streamlined graphics and asset processing for swift deployment, optimizing project timelines.
- Crafted high-fidelity visual designs to bring concepts to life in prototypes, fostering user-centered design solutions.

*DirecTV (Now AT&T)
 June 2014 - Feb 2016*

Product Designer

- Designed intuitive mobile applications for both iOS and Android platforms, as well as a user-friendly website dashboard, optimizing user experience.
- Spearheaded the design and development of the company website, showcasing the brand's identity and offerings.
- Formulated and implemented a comprehensive online content and marketing strategy, driving user acquisition and engagement.
- Produced captivating in-game graphics and infographics, enhancing the visual appeal and educational value of the games.

*MobLab Games
 Feb 2012 - May 2014*

Graphic Designer

- Crafted comprehensive digital, print, and packaging designs for diverse brands, ensuring consistency and resonance across all touchpoints.
- Spearheaded the development of multiple brand identities, expediting their launch into the market.
- Orchestrated photoshoots, contributing to shot lists and providing creative direction to capture brand essence effectively.
- Designed a wide array of assets for 360° digital marketing campaigns, including email templates, social media graphics, and website visuals, maximizing brand visibility and engagement.

*True Family Enterprises
 June 2019 - July 2020*

*Fusion Climb
 2011- 2012*

Endorsements

“Essentially, she is a human stem cell, ready at any moment to do whatever needs to be done, and probably better than you would do it.”

Previous Manager, MobLab

“As a collaborator, she ALWAYS has a new creative idea for a project or improved system.”

Colleague, Arlon Graphics

“SHE GETS THINGS DONE!
 She's punctual, focused, organized, concise, and always improving.”

Colleague, Arlon Graphics

“Ali has great knowledge and is always willing to help guide designers with kindness and grace.”

Colleague, GrandPad

“She is always so well spoken especially when it comes to providing feedback on designs or how to speak with leadership.”

Colleague, GrandPad

“Ali has a unique ability to handle every situation with ease, and her flexibility is truly impressive. She has been an invaluable asset to our team.”

Colleague, GrandPad

“Ali is so great about quick responses. She can always see from your point of view and is able to give feedback in such a helpful way!”

Colleague, GrandPad

“Ali is always on top of her game and willing to help out where she can.”

Colleague, GrandPad