

BRIAN MOOSE

Innovation & Design Leader

brian@moosecreative.com portfolio: www.brianmoose.com

2023 **Stealth VP Design**

Working with two startups: One in the aviation safety field and another in AI.

2018 - 2023 **Visa Head of Design, Innovation**

Cultivated and designed new products in the horizon one timeframe, rapidly partnering with fast-growing companies and the top brands on the planet leveraging a Web3 focus, including metaverse and crypto.

Oversaw the creation, testing, and execution of the latest concepts and products aimed at driving the future of the visa's portfolio.

Collaborated with clients from the top brands on earth to develop innovative products, leveraging a team of researchers, designers, and developers.

Key Accomplishments:

Awarded Design Leader among the top 5 revenue generators at Visa.

Developed and patented a digital tipping system and unique mobile-retail terminal interaction method.

Utilized artificial intelligence to make consumer spending data more readily available and usable. Oversaw the creation, testing, and execution of the latest concepts and products aimed at driving the future of the visa's portfolio.

2016- 2018 **Ford Motor Corporation Vision Leader, Trucks Globally**

Led and directed the future product development and design vision for Ford's new holistic product user design methodology for all Ford trucks worldwide.

Implemented physical and digital environments for the first-ever and early-phase collaboration across multiple vehicle groups, planning, designing, and executing exhibit building and managing the design and construction of identical exhibitions by collaborating spaces globally.

Key Accomplishments:

Directed the design and direction of all future Ford trucks by building the first-ever moonshot vision program to implement the new F-150, Super Duty, the new Ford Bronco and a new line of Ford global trucks.

Led and directed the vision for Ford's holistic product user experience for vehicles worldwide.

2010 - 2015 **Citrix Senior Creative Director, Product Design**

Designed programs and experiences to enact the CEO's vision to shift Citrix from an engineering-driven environment to a design-driven environment.

Design and implement the Citrix in-product experience brand for products globally, hire teams, design systems, and rebrand the offering strategy for the complete product line.

Key Accomplishments:

Minimized allocation of designer resources, increased brand consistency, and maximized customer satisfaction by delivering a comprehensive product design standard system.

Leveraging lean startup, rapid prototyping, and design thinking methodologies, we reduced product concept development and ideation time from 3 months to 5 days.

Won international competition for solving culture and communication problems via the latest workspace designs.

Created a distinct, ownable, and beloved culture of design throughout the entire company in under five years.

2009 - 2010 **Corel Director, User Experience**

Realignment of Taiwan-based design team, redesign of consumer product line

Directed user experience creation for the Digital Media Suite of Corel products and the next generation of mobile products.

Key Accomplishments:

Developed a studio of designers, prototypers, and researchers in Taipei, Taiwan. Created product research and testing in Mountain View, CA.

Invigorated existing design team, boosted staff attraction and retention, and established collaboration across all product lines by creating a design-thinking-centered studio. Updated user experience for Digital Media Suite, resulting in a clean, easy-to-use experience, positive press reaction, excellent customer reviews, and increased user adoption.

Additional Experience

Intuit, Inc. User Experience Creative Director

Adobe Systems, Inc. Lead Visual Designer

Handspring Creative Director

MetaCreations Director of Creative Services

Disney Consumer Products Senior Designer

Toyota Motor Corporation Concept Designer

American Astronaut Memorial Foundation Art Director - Board Member

The Walt Disney Company Senior Model Builder – Creative Team Lead

Inclusion in the permanent collection of the Smithsonian Institution

Education

College of San Mateo AA Commercial Art

California State University, Long Beach BFA Illustration

Biola University, Teaching Credential program

Stanford University Executive Design Thinking Certification

Certification

Certified Futurist IFTF Rand Corporation spin-off

Drawing on the Right Side of the Brain Master Instructor Trained and certified by Betty Edwards, method creator. One of eight certified globally.

Design Thinking Certified Practitioner Stanford University

Patents

Digital Tipping and Systems For Fund Transfers
US 6,2934,756

Portable Play Environment
US 5,394,565