

Brian Moose

Creative Director

moose@moosebrain.com

831 359-0431

What I do

Direct the look, feel and function of
- rich internet applications (RIAs - Flex, Air, WPF)
- shrink-wrapped software
- product design
- packaging and brand

My expertise is in creating a strong brand presence though rich internet apps, hard (physical things) or soft (web or software) product design, product UI and seamless packaging, advertising and brand integration tying it all together for a cohesive brand experience.

Manage and recruit creative, technical and hybrid talent.

How I do it

Arbitrator of great design implementation.

Utilize current and emerging techniques to craft a cohesive experience.

Vision keeper, protector and champion of talent, experience transformer.

Solve customer problems utilizing solutions that are delightful or altogether invisible to the consumer through insightful and targeted design.

Unbelievable tenacity.

Practitioner of the golden rule.

What I've done

Successfully recruited top talent in rich internet application design.

Implemented new RIA practices in user interface design.

Brokered relationships between dysfunctional corporate divisions with better than win-win results.

Implemented design strategies for a coherent product family experience across a diverse product line, keeping the individual product personality intact.

Built creative teams from scratch including overseas staff managing multiple locations.

Managed creative staff and programs that have resulted in lifelong relationships.

Developed successful methods of feeding the creativity that designers find essential to healthy work habits and productive careers.

Created work that is in the permanent collection of the Smithsonian Institution in Washington, D.C., exhibited in numerous prestigious collections and shows.

Where I've Done It

Intuit - Adobe - Handspring - MetaCreations - Fractal Design - Creative Network Studios - Burnes of Boston - American Space Memorial Foundation - Toyota - Disney

The Details



Intuit, Inc. (2006-2008)

Creative Director, User Experience / User Interface

Created a team of top talent utilizing cutting edge technology to change the way Intuit develops small business financial online and desktop applications. The concepts introduced changed a decade old product development process in 18 months resulting in markedly better design and development reducing staff requirements and development time in some areas from months to days.

Introduced a new way of designing that integrates Brand, Marketing, Product Design and Engineering into a holistic product offering with each area influencing and represented in the other.

Implemented design strategy that immediately increased sales in a stagnant sector by 30%.

Worked with the founder of Intuit, Scott Cook on concepts for company wide creative development.



Adobe Systems Incorporated (2005-2006)

Visual Design Lead, Common User Interface

Brought into alignment divergent visual elements and practices of four business units resulting in increased consistency to the look of the user interface in all Adobe products.

Acted as Creative Director to the Visual Design community coordinating practices, mentoring talent and providing outside professional influences by coordinating speakers from ILM, Pixar and others.



Moose Creative (2002-2005)

Principal

Creative direction, illustration and licensed properties.

Created licensed character properties for publishing.



Handspring, Inc. (2000-2002)

Creative Director

Built from scratch an in-house Creative Services group and established dynamic working relationships with outside vendors. Serviced the visual needs of the entire organization from packaging to interface icons world wide with a staff of six in Mountain View and one in Belgium.



MetaCreations / Fractal Design (1995-2000)
Director of Creative Services

Directed a Creative team split in two offices located in Northern and Southern California consisting of Designers, Illustrators and Production Managers producing all product and corporate visuals including packaging and advertising.
Led and implemented the complete corporate rebranding using in-house staff as a result of a merger.



Moose Art Works (1993-1995)
Principal

Physical (hard) product design for Disney Consumer Products, Carr, Burnes of Boston and Holson.



Creative Network Studios (1990-1993)
Designer

Physical (hard) product design for The Walt Disney Company, Terragrafics, Burnes of Boston and Holson.



Creative Consulting and Art Direction (1988-1990)
Principal

Client list:

Walt Disney Studios • Attraction concept illustration.

Genre Art Publishers Ltd. • Principle line Art Direction

Toyota Calty Design Research, Inc. • Information design for advanced design concepts for Toyota vehicles.

Toyota Motor Sales • Information design for Lexus pre-launch.

Terragrafics • Product concept design and illustration.



American Astronaut Memorial Foundation, Washington, D.C. (1986-1988)
Art Director and board member



Walt Disney Studios(1982-1988)
Senior Model Builder

Design and rendering of new attraction areas, scale model design and production, creative labor management, and special event coordination i.e. motion picture premiers, political fund raisers.



Credits

Exhibition in the Smithsonian Institution Air and Space Museum

Inclusion in the Smithsonian's permanent collection

Exhibition in Society of Illustrators New York Museum of Illustration

Publication in New York Society of Illustrators Annual

Exhibition in Los Angeles Society of Illustrators Show

Publication in Los Angeles Society of Illustrators Annual



Education

AA, Commercial Art, College of San Mateo, CA. (1980)

BFA, Illustration, California State University, Long Beach. Six-year master's equivalence program. (1984)