

John Moody

EXPERIENCE

Kinectra

Director of Digital Design // May 2018 – September 2018

- Managed the production of augmented reality campaigns and marketing video content.
- Operated as the augmented reality point-man in C-level meetings, leading to over \$150k in new business.
- Provided on-site analysis for a large healthcare organization in Los Angeles to understand and assess bottlenecks and user experience issues with their data entry systems. With this information I designed a user interface for a new web application which doubled their data entry efficiency.

Nexref Technologies

Creative Director // October 2014 – April 2018

- Created custom augmented reality campaigns for several global brands including Denver Broncos, Bud Light, Maroon 5, DC Comics, General Mills, and Warner Bros.
- Reinvented the company's method of producing Augmented Reality content which saved thousands of hours in labor and drastically improved turnaround time.
- Managed and worked with in-house teams as well as teams from around the world - including Poland, Argentina, Romania, India, and Houston.
- Created dozens of marketing videos which were instrumental in the landing of big accounts.

EDUCATION

Visualization, B.S.

w/ interactive design focus

Texas A&M University // Aug 2009 – July 2014

Courses of emphasis:

- Computing for Visualization I, II
- Interactive Design: Physical Computing
- Game Development

College Station, TX

Semester Abroad

Academy for International Education (AIB) // Spring 2013

Bonn, Germany

SKILLS

Technical

Coding: HTML, CSS, JavaScript, C++, C#, Processing

Adobe: After Effects, Illustrator, Photoshop, Premiere, XD

Autodesk: Maya, 3DS Max

Misc: Blender 3D, Unity