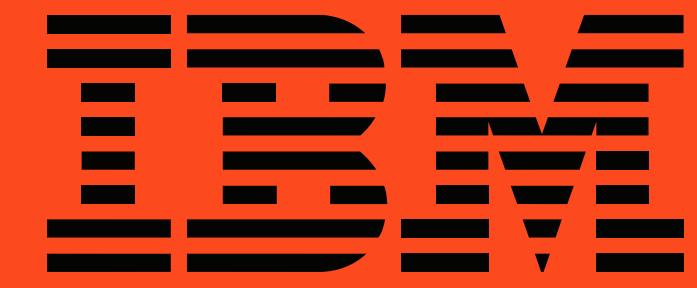


TANNERMOEHL

VISUAL DESIGNER

Clients



1

2

3

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EA

Client: answers.ea.com

PROJECT GOALS

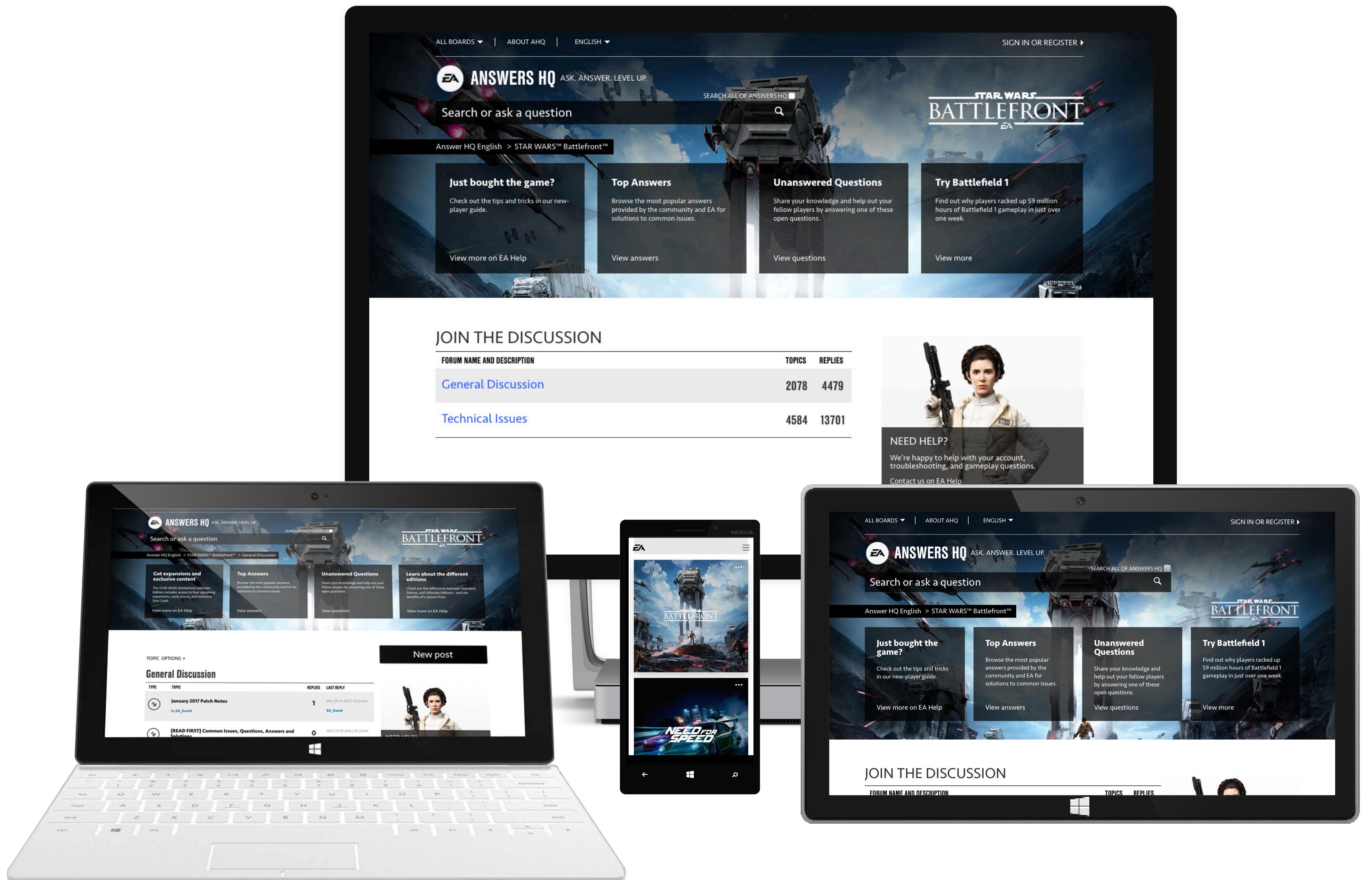
I worked with the Austin EA design team on the Answers.ea.com redesign. One major challenge we faced was that the site had to be implemented with the new brand identity that was still being developed.

WHAT I DID

As the teams Visual Designer I worked to create homepage comps, achievement badges, iconography and UI. We were able to do user testing and apply user feedback into the design. The team delivered the project ahead of schedule.

SKILLS USED

Photoshop and Illustrator



Future Car

Client: Honda

PROJECT GOALS

Develop visual dashboard projections for Honda's showroom concept car.

WHAT I DID

I acted as an art director alongside an after effects animator to create dashboard visuals and sound effects.

SKILLS USED

Photoshop and Illustrator



Mara

Client: atlasmara.com

PROJECT GOALS

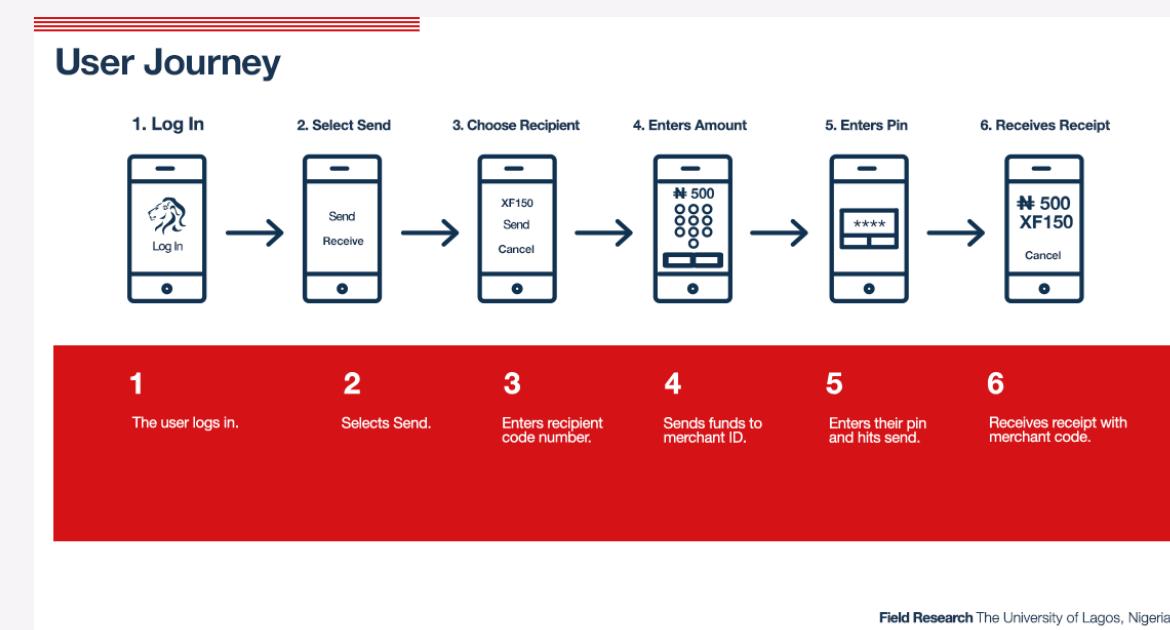
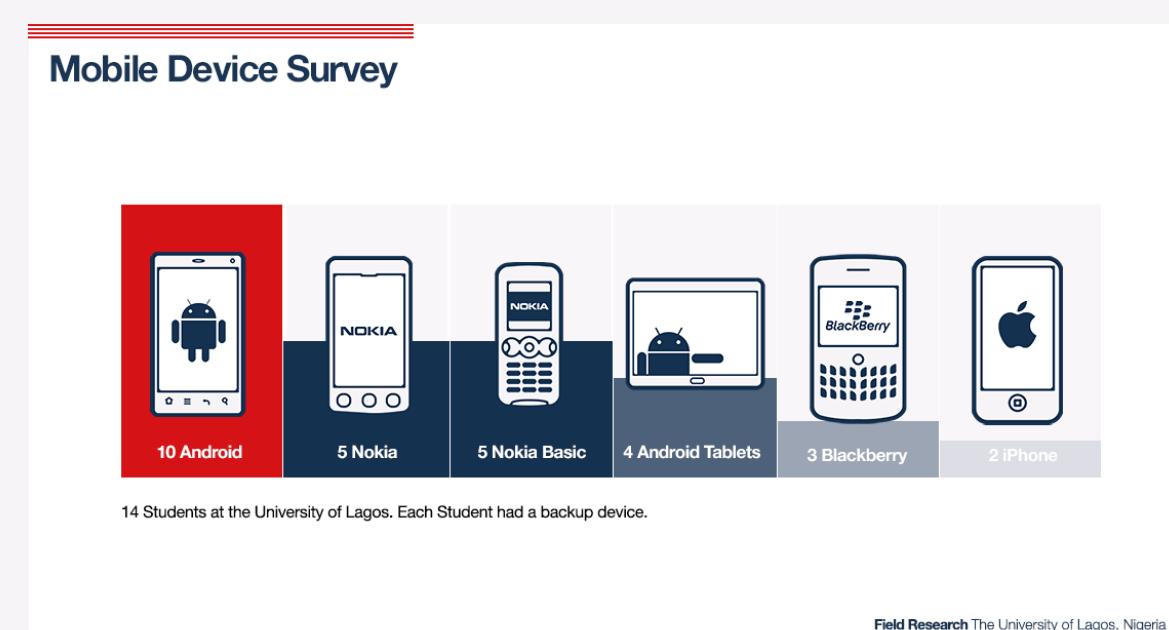
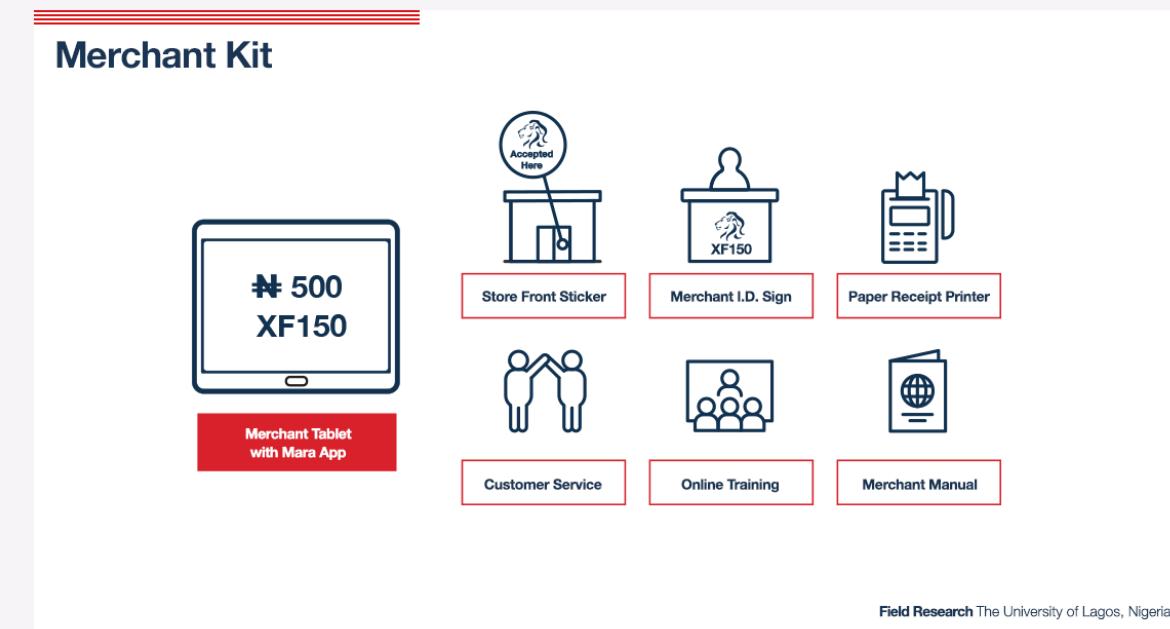
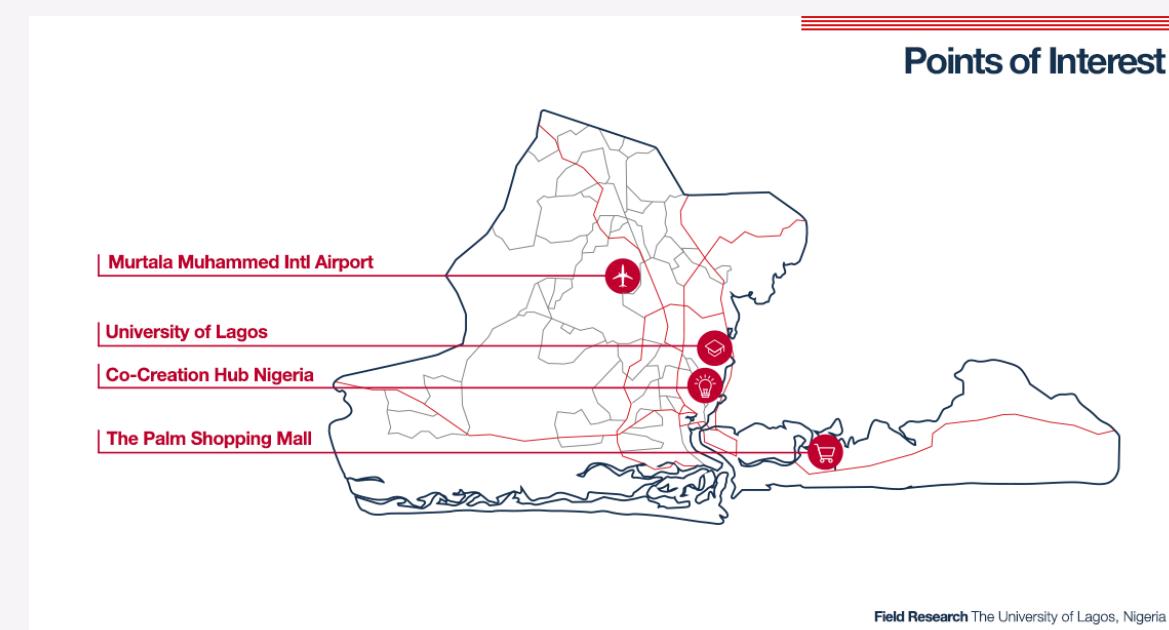
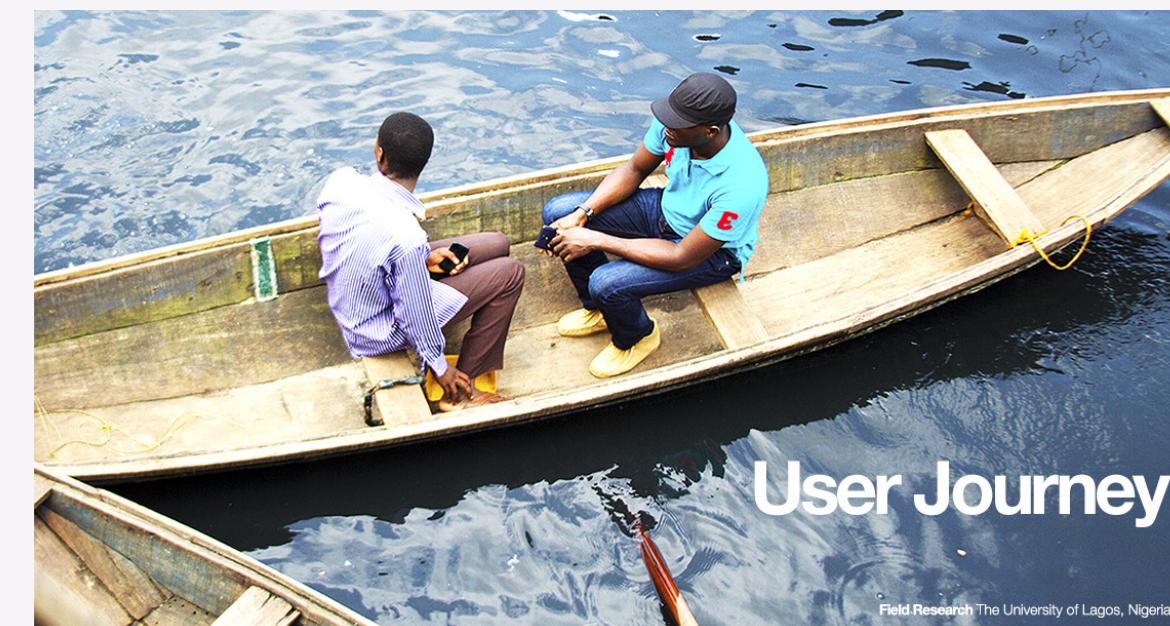
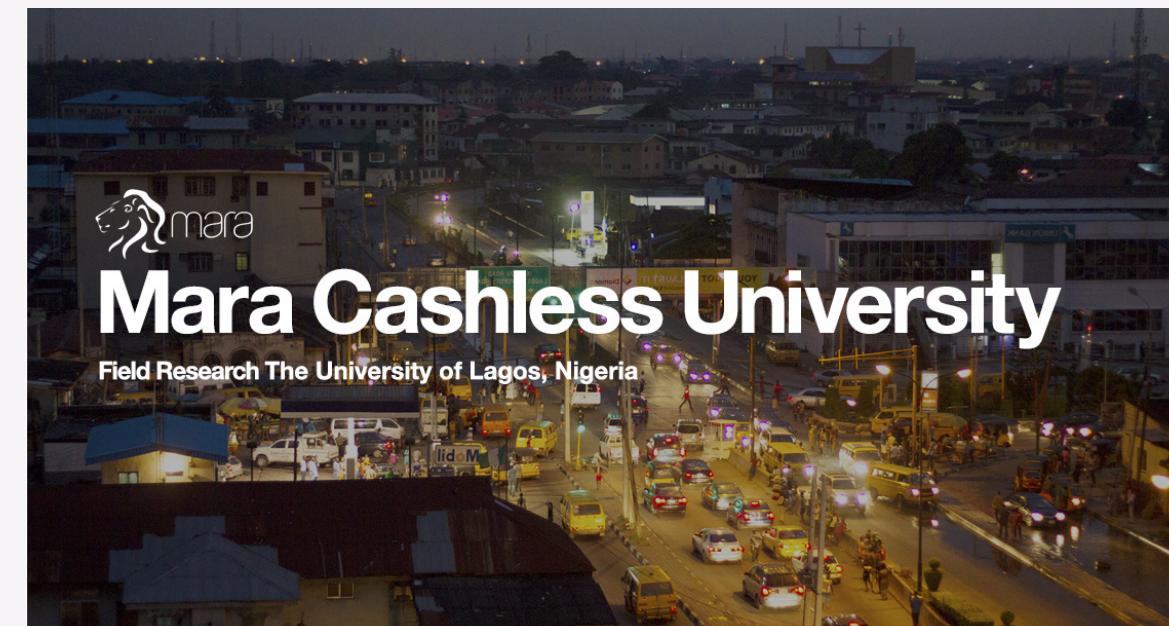
The primary objective was to collect data on college students spending habits and problems they encountered with Nigerian currency.

WHAT I DID

I spent five days in Lagos interviewing students, university faculty and merchants. Data was collected through interviews, phone tours and prototype testing in the field. After synthesizing data from interviews, I created an app prototype that allowed us to conduct user testing.

SKILLS USED

UX/UI, Photography, POP app (now Marvel), Photoshop and Illustrator



Blueworks Live

Client: IBM

PROJECT GOALS

Redesign Blueworks Live with the new IBM design language and icons.



WHAT I DID

I worked alongside the Blueworks Live team and helped to apply the new brand and also create new icons specific to the Blueworks Live app.



SKILLS USED

Photoshop, Illustrator



Socks for Robots

Client: Jones-Dilworth.com

PROJECT GOALS

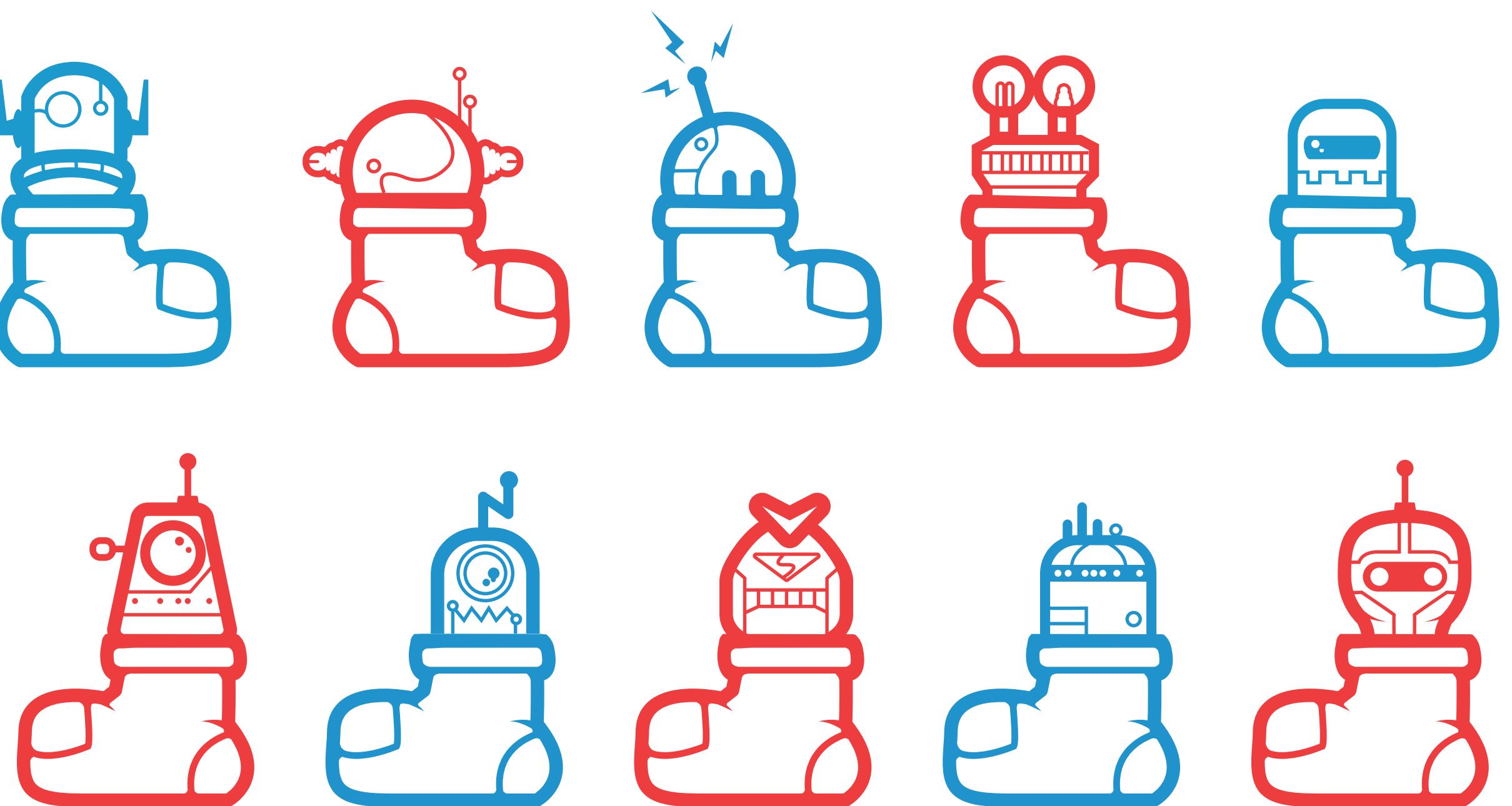
I was hired by Jones-Dilworth to create branding for their new creative branch. The concept was based on the idea that human centric design should come first in tech.

WHAT I DID

I sketched several versions of robots inspired by 1970's and 1980's toys to give the brand a fun feel to match the brand name.

SKILLS USED

Sketching and Illustrator



vivogig

Client: vivogig.com

PROJECT GOALS

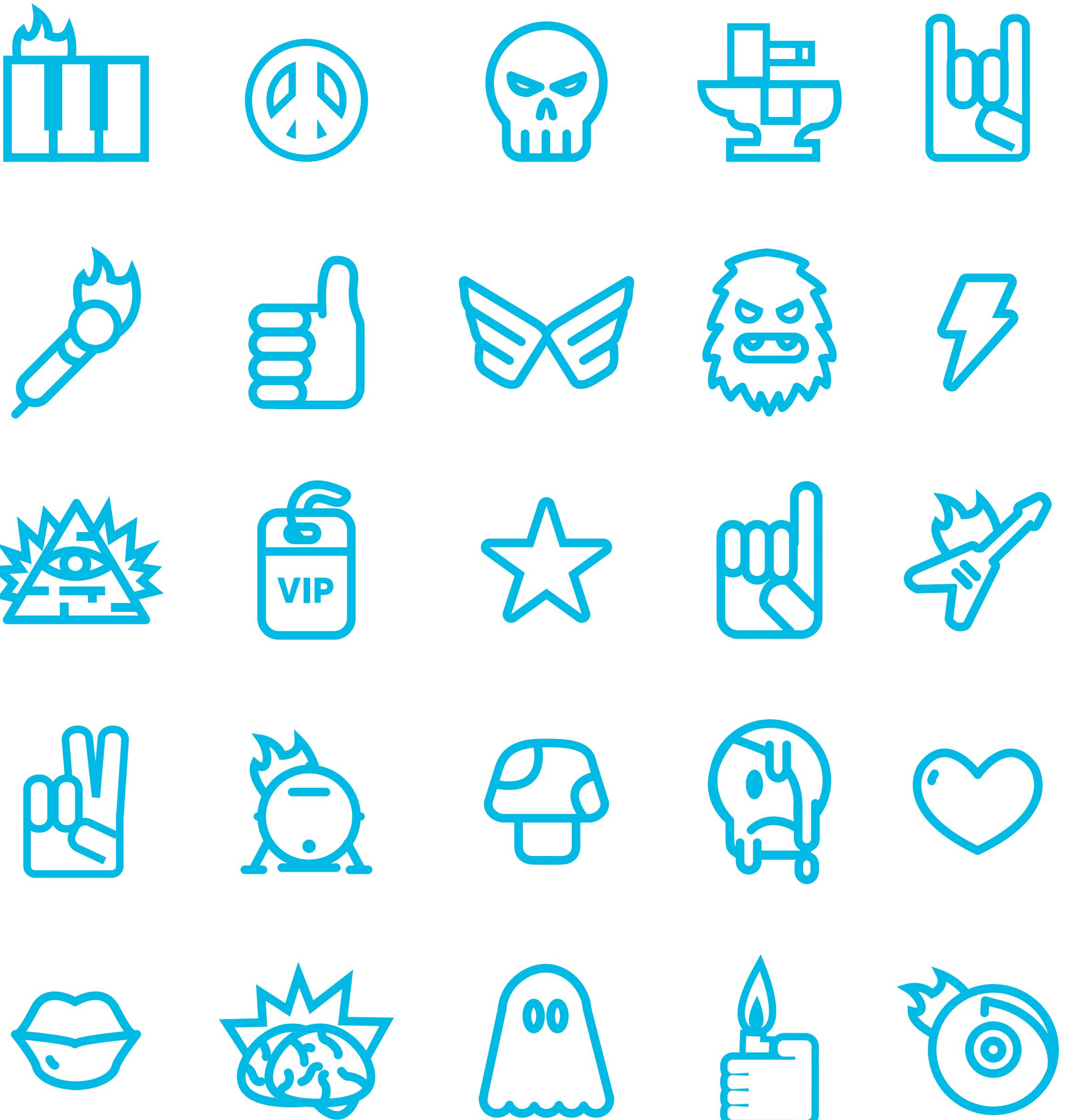
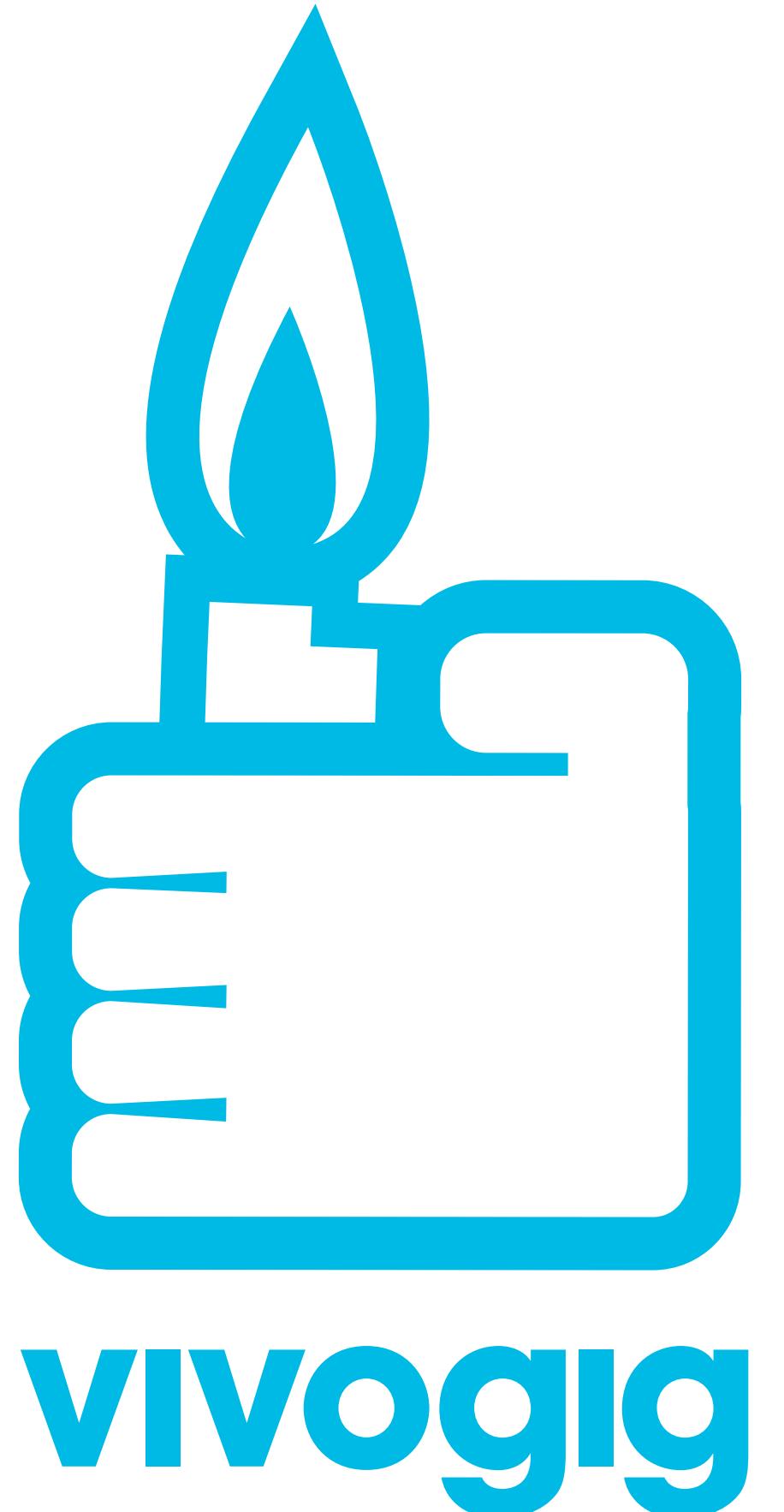
I was originally hired to create the vivogig logo and later joined the team as Creative Co-Founder.

WHAT I DID

I help to create and maintain the vivogig brand. I also provided UI/UX for the mobile concert photo and website. I also worked with the team to create all financial, pitch and investor decks.

SKILLS USED

Photoshop, Illustrator, UI/UX



Résumé

HELLO,

Over the course of 15 years, I have taken multiple design projects on, including UX/UI, web, mobile apps, branding, illustration, media campaigns, presentation, pitching, and fundraising.

In 2009 I transformed into a creative consultant and have worked with clients ranging in size from Fortune 500 empires to stealth startups. I also co-founded local Austin startup vivogig.

EXPERIENCE

TannerMoehle.com

2009 – 2017

Creative Consultant

- Onnit - Paint Onnit Tour
- EA - Visual Designer
- Idean - Visual Designer
- Jones-Dilworth – Art Direction, Illustration
- Infochimps - Illustration
- Ipsos Open Thinking Exchange - Art Director
- Whit.li – Art Direction, Illustration
- Austin Startup Week – Illustration
- Roadwings Entertainment – Graphic Design

Vivogig

2011 – 2013

Creative Co-Founder

I created the vivogig brand and designed our mobile and web experience. As Creative Co-Founder of vivogig I gained a great deal of experience pitching to sponsors, users, and investors. As CCO I helped to bring our product to life by designing an iPhone photography app that would allow concert goers the ability to tag their favorite bands. I also created a way for sponsors to continue event branding after the show ended by adding their logos to event photos.

Novus Applications

2009 – 2010

Art Director

Created designs for iPhone, Android and web. Novus was a subscription based social media network. Novus allowed celebrities and musicians the ability to offer exclusive content to subscribers. I was also responsible for designing decks to pitch potential clients on joining the Novus network.

Tocquigny

2007 – 2009

Art Director

I worked as an Art Director on several print and media campaigns. The majority of my work consisted of creating campaign messaging, branding, print ads and animated flash banners. I managed a team of production artists, programmers and copywriters and optimized landing pages to increase conversions. We had several conservative clients and as Art Director I had to be mindful of the tone and messaging we pitched.

EDUCATION

LearnSquared.com

Narrative Concept Art

2017

Tech Crunch Disrupt SF

2011, 2012

UX/Austin

2012

I attended a workshop with Theresa Neil on Mobile Design Patterns. I learned different methods of creating responsive web, optimized sites, native apps, and hybrids.

SXSW Interactive

2008 - 2011

The Art Institute of Houston

2000 – 2002

I received an Associates Degree of Applied Science in Multimedia and Web Design.

ARTICLES

Channel 33 Podcast

2017

Interview with Molly McHugh about the challenges of the digital music space.

Digital Trends

2012

An interview about my company vivogig and our SXSW interactive launch party.

Behance.net

2011

My work was featured on Behance.net's Character Illustrations Served.

Statesmen.com

2011

An article in The Statesmen about my startup vivogig.

Web Award For Outstanding Achievement

2008

WINNING ENTRY: Tocquigny.com

WINNER NAME: Tocquigny

AWARD: Interactive Services Standard of Excellence