



Moxie Wanderlust

Director of Design

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Objective

To lead and nurture a team that is passionate about designing and developing products that redefine an industry.

Experience

DIRECTOR OF DESIGN AND UX - SOUNDHOUND INC., SANTA CLARA, 2014 - PRESENT

Leading full creative and product design efforts (UI/UX, marketing communication) and providing creative vision/strategic planning for features on a multi-year product road map. Spearheaded the flagship app redesign, which drove user engagement 3x, and facilitated increased ad revenue. Managing and developing the product design department, including a staff of 6 designers. Implementing a design process which drives creativity and innovation, yielding shorter product design timelines. Balancing company objectives with user experience (300 million installed/20 million active users). Evangelizing product design to strategic 3rd-party partners that integrate SoundHound products.

Products: SoundHound app (iOS and Android), Hound app (iOS and Android), Houndify (backend SaaS), Corporate Branded Desktop/Mobile web presence, other undisclosed products

HUMAN INTERACTION DESIGNER - APPLE INC., CUPERTINO, 2012 - 2014

Concepted and designed user experience for iWork productivity suite. Developed unique and original features that help seasoned users accomplish complex productivity needs, while designing those features to be accessible for novice and amateur users. Led product development by engaging with engineering and presenting final features to VP. Provided product design guidance for iOS 7 launch at WWDC13 event and around the org.

Products: Pages (iOS, Mac), iWork for iCloud (Pages, Keynote, Numbers), other undisclosed products

SENIOR VISUAL AND INTERACTION DESIGNER - APPLE INC., CUPERTINO, 2010 - 2012

Designed and prototyped user interfaces that reside on iOS platform and Apple.com store site. Worked with engineering, site management, and marcom to concept and architect user experiences. Led mobile team to optimize the Apple Online Store for mobile devices, solved problems regarding screen-size and feature limitations. Strategized with inter-department teams for features and capabilities of the Apple Store app.

Product Launches: Apple Store App (Easy Pay, Express Checkout, In Store Concierge), Apple Online Store (mobile optimized version), Apple Store for Business & Resellers

ART DIRECTOR - CARAT, FREESTYLE, ISOBAR, SAN FRANCISCO, 2007 - 2010

Strategized brand campaign concepts by working closely with account and media buy teams. Developed and executed concepts for ad units and micro sites. Supervised designers to maintain campaign consistency for successful implementation of banner concepts/design/prototyping/build out. Edited video and motion media assets for supporting campaigns. Scored music and sound effects for online advertisements and product demos.

Select clients: EA Sports, Kohler, Seagate, Dolby, Adidas, and Virgin America

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Experience

(cont'd)

MUSIC DIRECTOR - APPWAGON, LOS ANGELES, 2008 - 2009

Composed original music for Ziggy Marley's Music Maker iPhone app. Consulted and strategized with game developers and UI design team to solve problems regarding usability, features, and game flow. Worked with and produced artist in studio sessions, wrote musical material for game format, and music post production.

SENIOR DESIGNER AND COMPOSER - HEAVENSPOT INC., LOS ANGELES, 2006 - 2010

Concepted UI design for banners and micro-sites. Designed and illustrated corporate brand identity, collateral material, and print media. Composed original music for brand mnemonics: broadcast spots, ringtones, sound design for website and web games. Consulted with engineers about web-based music technology implementation and interaction design. Managed brands through maintaining consistency across campaign components, including: illustrations, videos, and web design.

Select clients: Adobe, Pepsi, Fox, and Newline Cinema

FREELANCE DESIGN AND MUSIC PRODUCER - LOS ANGELES, 2001 - 2006

Designed and constructed brand identity packages for web sites, micro-sites and viral campaigns for clients. Developed collateral material for businesses and events. Designed art and illustrations for CD albums. Composed original music and remixes for 12" vinyl and CDs.

Select clients: Moonshine Music, Izzy Stradlin (Guns N Roses), and Buckcherry

DESIGNER - IMPOSSIBLE INC., SANTA BARBARA, 1999 - 2001

Designed navigational interfaces and human computer interaction for the web. Created and maintained brand identity packages, including collateral material for print and web. Developed banner ads in HTML and Flash.

Select clients: Simple Shoes, Ugg, eHealth Insurance, Wine Cask, Net Aid

Education

BFA Design | Media Arts

University of California, Los Angeles

Awards & Accolades

2014: Q4 SoundHound employee recognition award

2014: 200M SoundHound users, 20M users active monthly, 3x engagement

2013: WWDC13 UIUX trainer for iOS7, iWork for iCloud launch

2010: Webby Award People's Voice - Adobe Brilliant Campaign

2009: American Web Design Award - Adobe Brilliant Campaign

2006: Webby Award honorable mention "All Your Snakes"

2006: Youtube.com, 12th most discussed video, "All Your Snakes" viral-video

2003-2004: UCLA Dean's list

2004: UCLA Design | Media Arts, 2nd place award, Time-based media

2002: Lotus magazine, Top 100 up-and-coming electronic music producers, listed