

# MANDY M. MOONEYHAM

**ARTIST • UX/UI DIRECTOR • CREATIVE STRATEGIST**

2410 Hwy 49 N, Paragould AR // 870.530.0482 // mandymoonartist@gmail.com

M A N D Y M O O N . A R T

## ABOUT

Multidisciplinary fine artist with a long-standing studio practice, and UX/UI design director with over 15 years of experience shaping brands, digital products, and visual environments. My work spans visual art, creative direction, visual identity, film projects, and product design leadership. I bring a balanced mix of artistic intuition, technical expertise, and creative problem-solving to every project I take on.

## SOLO EXHIBITIONS

- 2025 • Chree Explorations — Bradbury Art Museum, Jonesboro, AR
- 2024 • Chree Journeys — South Arkansas Center for the Arts
- 2023 • The Chree Show — Batesville Area Arts Council Gallery
- 2013 • Solo Exhibition — Crittenden County Museum, Earle, AR
- 2013 • The Arts @311 — Featured at from the 45RPM film premiere, Jonesboro, AR

## SELECTED GROUP EXHIBITIONS

- 2023 • Small Works on Paper Touring Exhibition — Arkansas Arts Council
- 2022 • Alliance — Bradbury Art Museum, Jonesboro, AR
- 2021 • National Juried Exhibition — Batesville Area Arts Council Gallery
- 2019 • National Juried Exhibition — Batesville Area Arts Council Gallery
- 2018 • The Garage Art Show — NEA Artist Collective, Jonesboro, AR
- 2014 • National Juried Exhibition — BAAC Gallery
- 2012 • If I Can Dream — Brooks Museum of Art, Memphis, TN

## HONORS & AWARDS

- 2023-25 • Arkansas Committee of the National Museum of Women in the Arts Juried Registry
- 2018 • NEA Artist of the Month — Premiere Magazine
- 2016 • Main Street Arkansas Volunteer of the Year
- 2016 • Speaker, Screening Panel for 45 RPM — Crystal Bridges Museum of Art
- 2014 • Speaker, AIGA Student Show — Arkansas State University

## EDUCATION & CERTIFICATIONS

- 2025 - Google UX/UI Specialist Certification
- 2019 • Arkansas State University (Study Abroad) Art history in Tokyo, Japan
- 2011 - Calumet Photographic Tabletop Photography Certification, San Francisco CA

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## EDUCATION & CERTIFICATIONS (cont.)

2004–2009 • Bachelor of Fine Arts (*incomplete*), Arkansas State University

2008 • Arkansas State University (Study Abroad) Art history in Florence, Italy

## PROFESSIONAL EXPERIENCE

**Flower Shop Network** (*Niche marketing corporation with multiple sub-companies*)

**Lead UX/UI Director** — 2015–Present

- Lead the design direction of major web systems and digital experiences while maintaining multi-company brand consistency.
- Drive product strategy, UX research, wireframing, prototyping, and design system development across large-scale platforms.
- Lead accessibility, responsive design standards, and cross-team collaboration to deliver customer-centered product improvements.
- Oversee UI redesigns, digital campaigns, and marketing initiatives across all product lines.
- Manage design workflows, mentor creatives, and guide long-term product vision.

**Creative Director** — 2009–2015

- Directed company-wide creative strategy during a significant period of brand evolution.
- Delivered full branding systems, print collateral, convention booth experiences, and marketing campaigns.
- Built early social media presence and established visual guidelines still used today.
- Oversaw print production, creative teams, and interdepartmental brand consistency.

**Delta** (*Television Series*)

**Visual Creative Director** — 2020

- Led pitch deck creation, branding, and visual development for the series concept and grant submissions.
- Designed identity materials and presentations for pitching, including development materials used in meetings with Netflix.
- Project awarded grant funding.

**45RPM** (*Independent Film*)

**Creative Director – Branding & Marketing** — 2012–2013

- Directed the full branding identity for the film, including posters, promotional materials, website, and campaign graphics.
- Developed the creative direction used across festival screenings, press, and distribution materials.

**Production Artist – Film Art & Animation** — 2011–2013

- Produced hundreds of hand-painted animation cels, large-scale paintings, and set-production artwork featured throughout the film as the on-screen work of the film's artist character.

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## PROFESSIONAL EXPERIENCE (cont.)

### **Ozark Foothills FilmFest**

Branding & Visual Designer — 2012, 2014–2019

- Created festival branding, posters, merchandise, and digital assets across multiple seasons.
- Designed posters, social assets, merchandise, and other festival marketing materials.

## COMMUNITY IMPACT & PUBLIC ART

### **Main Street Paragould** (Community Group)

Vice President of the Board — 2013–2018

- Supported downtown revitalization through visual branding initiatives and community-focused projects.
- Provided creative direction for events, cultural development, and public-facing campaigns.
- Awarded Main Street Arkansas Volunteer of the Year 2016.

### **Public Art**

- Lead artist for several public murals in Paragould, Arkansas, including a major 2025 commission for the new downtown center, The Station.
- Ongoing involvement in community arts initiatives, cultural revitalization, and public-facing creative work.

## SKILLS

### **Artistic**

- Painting
- Drawing
- Sculpting
- Traditional and digital animation
- Mixed media & installation
- Artistic and technical Illustration
- Printmaking
- Digital and traditional photography

### **Leadership & Workflow**

- Creative direction
- Team management & mentorship
- Project management
- Scrum/Agile methodologies
- Cross-functional communication
- Long-term product strategy

### **Design & Technical**

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects)
- Figma, Sketch, UI kits, design systems
- HTML, CSS and Tailwind fluent
- UX research, wireframing, prototyping, user flows
- Responsive design, accessibility standards
- Branding, visual identity, illustration
- Product photography, digital asset production