

Educator • Digital Artist

BRAD MOODY



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ABOUT ME



Digital Media, an encompassing term for a myriad of subjects, eludes uniform definition or consensus concerning its boundaries and classifications. My current research and pedagogical pursuits are driven by an eagerness to delineate the multifarious sectors where digital platforms meld within this expansive field.

My core focus lies in the domain of Electronic Arts, an arena that fuses my research, passion, and hands-on experience. Engaging in comprehensive analysis and exploration of video, sound, newly developed technologies, mobile media, and interactive design, I endeavor to critically and inventively intertwine these elements. Through this synthesis, I strive to conceive multifaceted works that stand as testaments to the versatility and innovation inherent in the contemporary digital arts landscape.

SOFTWARE SKILLS



DaVinci Resolve
Adobe CC
Ableton Live
Max
Apple Motion
Logic Pro X
ProTools
Glover
Tumult Hype

AWARDS



-  **Apple Distinguished Educator**
(2008-Present)
-  DaVinci Resolve Certified Trainer
-  DaVinci Resolve-Editing-Color Correction-Fairlight
-  Adobe Partners by Design Program
-  Accepted into Adobe Partners by Design Program for art and design faculty
-  Entrepreneurial Mindset Facilitator
- Entrepreneurial Learning Initiative

WORK EXPERIENCE



2024 - pres.

Daytona State College, FL USA

Chair, MCCMEA - School of Digital Media Production

Responsibilities:

Strategic Leadership: Oversee and guide strategic development in Digital and Interactive Media Production, Broadcast Television, Photographic Technology, and Music Production Technology programs.

Strategic Planning & Collaboration: Collaborate with faculty and stakeholders to refine and implement a strategic plan, ensuring the school's alignment with evolving industry trends.

Industry Partnerships: Strengthen industry connections to align educational offerings with professional demands, enhancing student real-world exposure and opportunities.

Faculty Development: Lead faculty in adopting current industry standards in teaching practices, encouraging innovation and research.

Student Empowerment: Implement strategies for student success in the dynamic digital media field, focusing on career readiness and personal development.

Culture of Innovation: Foster a creative and innovative environment, aiming to develop influential professionals in the digital media industry.

2023 - pres.

Daytona State College, FL USA

Interim Chair, MCCMEA - School of Digital Media Production

Responsibilities:

Strategic Oversight: Guiding the newly established MCCMEA - School of Digital Media Production, including Digital and Interactive Media Production, Broadcast Television Production, Photographic Technology, and Music Production Technology programs.

Strategic Planning and Collaboration: Working closely with faculty and stakeholders to craft a robust strategic plan, setting the direction for the school's future growth. Key areas of focus include:

Industry Partnerships: Establishing strong connections with industry, ensuring alignment between educational offerings and professional demands.

Faculty Development: Leading faculty development initiatives, keeping teaching practices in tune with current industry standards.

Student Empowerment: Implementing targeted strategies to help students thrive in the dynamic field of digital media.

Innovation and Culture: Promoting a culture of innovation and creativity, with the goal of developing influential professionals who will make significant contributions to the digital media industry and beyond.



WORK EXPERIENCE



2019 - pres.

Daytona State College, FL USA

Associate Professor of Digital and Interactive Media Production

Responsibilities:

Educational Leadership: Delivered comprehensive instruction in Digital and Interactive Media Production as well as Photography Programs, fostering academic growth and innovation.

Student Advising: Provided individual guidance to students, assisting them in achieving their educational and career goals.

Research Engagement: Actively engaged in research activities to stay abreast of industry trends and contribute to the academic community.

Community Collaboration: Worked closely with local community organizations, creating bridges between the institution and the local community, fostering mutual growth and cooperation.

Committee Participation: Played a key role as a member of various college committees, contributing insights and perspectives to the overall college strategy.

Advisory Roles: Served on both the College Technology Advisory Board and Advising Council, providing valuable input on technological advancement and academic policy.

2019 - pres.

Daytona State College, FL USA

Assistant Chair, Digital and Interactive Media Production

Responsibilities:

Program Leadership: Spearheaded the Digital Interactive Media Production Program, including conducting comprehensive College and State Curriculum and Program reviews. Executed a Major Program and Curriculum update, introducing new Courses, Program Mission, Description, and Outcomes in Fall 2021.

Industry Collaboration: Established an Industry Advisory Board and Articulation agreements with local high schools, enhancing the connectivity between academia and industry.

Faculty Development: Organized and led Blackmagic Design DaVinci Resolve Trainer Training for Faculty and Staff, fostering professional development and expertise within the program.

Academic Recognition: Led the School of Digital Media Production to earn recognition as an official Blackmagic Design Academic Training Partner.

Certification Integration: Successfully integrated Professional DaVinci Resolve Certification for students, ensuring real-world applicability of skills learned.

Resource Supervision: Supervised the update of program resources, including the introduction of industry-standard 6K video production equipment kits, Mac Pro, and BYOD new media suites, enhancing the program's technological capabilities.

Hiring & Student Advisement: Managed hiring processes and provided consistent student advisement, aligning the program's staffing and educational guidance with strategic goals.

Online Transition Leadership: Appointed as lead for the School of Photography's transition to online conversion during the COVID-19 pandemic, ensuring a seamless transition to remote learning.

2010 - 2019

American University in Dubai, UAE

Associate Professor of Digital Media

Responsibilities:

Teaching Excellence: Delivered comprehensive instruction across a broad range of subjects, including video, sound, and interactive courses within the Digital Media concentration, as well as Visual Communication foundation and senior courses within the Bachelor of Fine Arts in Visual Communication program.

Graduate Education: Taught the Technological Applications In The Classroom course as part of the Master of Education (M.Ed.) program within The School of Education, contributing to the advancement of graduate-level education.

Student Advising: Provided personalized guidance and support to students, assisting them in academic and career planning.

Research Contribution: Engaged actively in academic research, staying abreast of industry trends and contributing to the knowledge base within the field of digital media.

Community Engagement: Collaborated with community organizations, creating symbiotic relationships that furthered both the university's and community's objectives.

Committee Participation: Played a vital role as a member of various university committees, contributing to policy development and strategic planning, and shaping the academic landscape at the institution.



WORK EXPERIENCE



2010 - 2017

American University in Dubai, UAE

Digital Media Coordinator

Responsibilities & Achievements:

Curriculum Development: Led a significant update of the curriculum to align with industry standards and emerging trends in digital media.

Facility Expansion: Constructed 5 new media industry standard suites and resource rooms, equipped with state-of-the-art video, sound, and interactive equipment.

Industry Recognition: Achieved prestigious recognitions, including:

- Nominated as a center of excellence by Apple.
- Recognized among top film schools in the region by Blackmagic Design.
- Certified as a Blackmagic Design official Academic Training Partner.

Alumni Success:

- Graduates secured prominent roles internationally as editors, animators, colorists, producers, art directors, and faculty members.
- Alumni acceptance into top graduate programs, including Berklee College of Music, University of Southern California, New York University, Northwestern University, and others.
- Many graduates awarded significant scholarships, including the Annenberg Leadership Scholarship and Annenberg Graduate Fellow.

Enrollment Growth: Successfully managed the fastest-growing and largest Major within the Visual Communications Department, reflecting the effectiveness of program development and leadership.

2010

McNeese State University, LA USA

Assistant Professor of Mass Communication

Responsibilities:

Diverse Teaching: Conducted classes across multiple levels (100-400), specializing in Communication Theory, Emerging Media/ Web/New Media Design, and Media Production, from beginner to advanced stages.

Student Advising: Acted as an academic mentor, providing guidance to students for educational growth and career planning.

Research Engagement: Actively participated in research initiatives, contributing to the academic development within the field of mass communication.

Community Involvement: Established connections with community organizations to foster collaboration and mutual growth.

Committee Participation: Contributed insights and expertise as an active member of various university committees, supporting the institution's broader goals and policies.

Studio Space Development: Advised on and implemented updates to the studio space, working with vendors, acquiring quotes, and overseeing improvements to enhance the educational environment.



WORK EXPERIENCE



2007 - 2010

SWC, Higher Colleges of Technology, Sharjah, UAE

Applied Communications Faculty

Responsibilities:

Multimedia Teaching: Instructed in various fields including Media Communication, Video, Photography, and Multimedia Production, encompassing both theoretical and practical aspects such as visualization, storyboarding, color theory, layout planning, typography, and design history.

Industry-Relevant Experience: Utilized professional experience in print, video, and electronic media to offer students hands-on insight into real-world applications.

Software Proficiency: Maintained a working knowledge of all current media-related software, such as Adobe CS and Final Cut Studio, ensuring students were trained in the tools used in professional settings.

Technical Expertise: Demonstrated a deep understanding of technical aspects of media production, including photography, broadcasting, digital media, editing, lighting, video, and postproduction processes.

Comprehensive Knowledge: Taught diverse subjects within media and design studies, including animation, motion graphics, style and genre analysis, and the history of media, photography, and video, fostering a well-rounded educational experience for students.

2000 - 2007

Palio Communications, Saratoga Springs, NY USA

Associate Broadcast Producer/Art Director

Responsibilities:

Production Oversight: Managed all facets of in-house production, including shooting, producing, and editing, as well as supervising out-of-house productions.

Coordination and Direction: Organized shoots and locations, directed crew and cast, logged footage, and oversaw postproduction graphics, duplication, and packaging.

Project Management: Handled diverse projects, such as web, multimedia, CD/DVD, trade-show, broadcast, video, and radio, ensuring quality and alignment with brand objectives.

Event and Publicity Coordination: Orchestrated publicity campaigns and event coordination to increase brand awareness and reach targeted audiences.

Administrative Duties: Managed office functions, including light accounting, contributing to smooth operational flow.

Technological Proficiency: Utilized an advanced understanding of multimedia technology and video production techniques, coupled with strong proficiency in software such as Adobe After Effects, Adobe CS, Media100, ProTools, and Quark.

2001 - 2002

Skidmore College, Saratoga Springs, NY USA

Adjunct Professor

Taught Communication Design I, Introduction to Elements, Process, and History of Visual Communication and Graphic Design.

2001 - 2002

TMG Corporation, Williston, VT USA

Interactive Designer

Designed interface, CD, print, video and GUIs for variety of corporate clients including Siemens, Panja, Nortel, and Waters.

1998 - 1999

Rensselaer Polytechnic Institute, Troy, NY USA

Adjunct Professor

Taught Computer Art, advanced 400-level course using Macintosh and Pentium computers. Student mediums included-projections, animation, web design, sculpture, sound and video.

1994 - 1995

Freelance Broadcast Designer, Brian Dieck Design, Inc., New York, NY USA

Freelance

Co-Created presentation for Independent Film Channel Project, which later won awards at Broadcast Design Association/Promax Convention. Worked on variety of broadcast related projects.



SELECTED EXHIBITIONS



2021 Accepted into the Skidmore College 27th Annual Alumni Reunion Art Exhibition. Digital Photography: Souk Al Arsah Production 0060

2016 American University in Dubai, Department of Visual Communications Faculty Fine Art photography show.

2010-Present, Online, YouTube/Vimeo Channel, Soundcloud and various other social media.

2007-2010, SWC, HCT, Sharjah, UAE, multiple photography and video exhibitions on the SWC campus.

2003 iEar, RPI, NY Thesis show "Valid-Invalid" Single channel video.

1998-2003 iEar, RPI, NY, Many different single channel video and multimedia installation shows.

1994 Photography Exhibit Uncommon Grounds, NY, Photography of Greece and Egypt.

1991 Photography Exhibit Uncommon Grounds, NY of UNESCO/d'Italia Architecture Photography project.

JURIED SERVICE



2023 Florida Surf Film Festival, Short Film Jury.

2021/22 International Program Committee/Art Jury ISEA2022.

2020-22 OTT & Digital Marketing Innovation Awards, Judge.

2019 International Program Committee ISEA2019.

2017/18 International Program Committee ISEA2018.

2017 Taqsim Panel on Electronic Sound/Music in the UAE, Moderator.

2016/17 International Program Committee ISEA2017.

2015-2019 Adobe Design Achievement Awards Pre-Selection Panel, Judge.

2015-16 Adobe Design Achievement Awards Mentorship Program collaborating with ico-D & Adobe, Judge & Mentor.

2015 International Program Committee ISEA2015.

2014-present Vimeo Group Blackmagic Pocket Cinema Camera, Moderator.

2014 Co-Chair Academic Conference ISEA2014.

2011-23 PromaxBDA Broadcast Design Awards, Judge for Africa, Asia, New Zealand and Arabia.

2008/9 MBC Movies in Motion, Judge.

EDUCATION



2000 - 2003

Rensselaer Polytechnic Institute, Troy, New York.
Master of Fine Arts in Electronic Arts

The degree emphasizes developing creative skills in digital video, computer music, imaging, animation, interactive media, performance, and installation art.

1991 - 1996

Skidmore College, Saratoga Springs, New York
Bachelor of Science in Art Education, 1996

Focus on Graphic Design and Photography.

LECTURES & WORKSHOPS



2017 - 2018

BMD Worldwide Advanced Training Program, London, UK
Attended

Attended an invite only launch of Blackmagic Design Worldwide Advanced Training Program, Advanced Color and Editing, Train the Trainer.

2018

MUTEK MATCH, Dubai, UAE
Presenter

Breaking new ground both sonically and visually within the Middle East contemporary music scene.

2017

EduTECH Middle East, Dubai, UAE
Panelist

Panel: Stepping into the future: technology enabled learning environments.

2015 - 2017

Ableton LOOP, Berlin, DE
Attended

Loop is three days of discussions, performances, presentations, studio sessions, installations and interactive workshops aimed at exchanging ideas at the cutting edge of music, technology and creative practice.

2017

Taqsim, Dubai, UAE
Organized

Taqsim Sound day including hosting Dubai Ableton User Group, Taqsim Panel on Electronic Sound/Music in the UAE and official screening of A Life in Waves, a documentary of electronic music pioneer, Suzanne Ciani.

2016-2018

Dubai Ableton User Group, Dubai, UAE
Co-Organizer

Present/Co-coordinate quarterly Official Dubai Ableton User Groups.

2014-2016

The Digital Education Show Middle East, Dubai, UAE
Conference Host, Panelist & Featured Speaker

"Building digital capabilities at the American University of Dubai"
"iTunes U Case Study".

2016

IAT TEC, Abu Dhabi, UAE
Featured Speaker

"Transformation and the Students' Success".



PROFESSIONAL SERVICE



2019-Present, Official Daytona Ableton User Group, co-founder and co-organizer.

2020-Present, Daytona State College Academic Advising Council.

2019-Present, Daytona State College Technology Advisory Board.

2016-18, Official Dubai Ableton User Group, co-founder and co-organizer.

2011, American University in Dubai Official Visual Communication YouTube and Vimeo channel, Developed and implemented.

2010, McNeese State University Mass Communication YouTube Channel, Developed and implemented.

2009/10 Young Art Directors Club, SWC, Organized.

ARTICLES



Daytona State In Motion 2018 "Interactive Media Production diamond in the rough".

The AUD Review, Fall/Winter 2015 "Proud AUD Faculty".

The AUD Review, Fall/Winter 2015 "A Digital Dawn".

The AUD Review, Fall/Winter 2013 "Digital Dreams".

Adobe TV, Fall/Winter 2013 "EMEA Education Summit".

Shufflegazine, Nov, 2009 "Case Study of an Apple Distinguished Educator" by Magnus Nystedt.

Shufflegazine, May 2009 "Adobe Flash Tour" by Magnus Nystedt

ASSOCIATIONS



Broadcast Design Association, PromaxBDA

The Society for Electro-Acoustic Music

AIGA, American Institute of Graphic Arts

Film Florida Entertainment Production Association

LECTURES & WORKSHOPS



2015

Apple Distinguished Educator Institute Amsterdam, NL
Attended

Accepted and participated in in Apple Distinguished Educator Institute 2015 as Alumni in Amsterdam, Netherlands.

2015

Hello-LIVE Ableton Producers Retreat, Fuerteventura, ES
Attended

led by Ableton Certified Trainers focusing on every aspect of production and performance with Ableton Live.

2014

ISEA2014 Educational Forum, Dubai, UAE
Presenter

"?Location?" Location and Technology.

2014

3rd Annual Customer Engagement Technology Conference, Dubai, UAE
Presenter

"The Road Ahead, Trends in Digital Publishing".

2013

TEDxAUD, Dubai, UAE
Advisor

Advisor to the first TEDx event at The American University in Dubai.

2013

Adobe in Education Seminar, Dubai, UAE
Presented

"Digital Publishing in the Classroom"

2013

Adobe Digital Media Education Summit, Barcelona, ES
Presented

"Digital Publishing in the Classroom".

2013

AUD FPD Workshop Dubai, UAE
Moderator

Faculty Panel "Using New Teaching and Learning Technologies: Successes and Challenges".

2013

The Harvard Project for Asian and International Relations (HPAIR), Dubai, UAE
Presented

"Technological Advancements in Education & How They Effect the Traditional Model".

2012

Harvard College in Asia Program, Dubai, UAE
Co-monitored and presented a panel discussion

"Technological Divide"

2011

AUD FPD Workshop Dubai, UAE
Panelist

"The Multicultural Classroom: How Culture Affects Teaching and Learning".

2010

HCT e-Learning conference, Sharjah, UAE
Co-Presented

Workshop on using iPod Touch/iPhone in education and in the classroom.