

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.

2024 - pres.

### Daytona State College, FL USA

#### Professor, Digital and Interactive Media Production

In my role as Professor of Digital and Interactive Media at Daytona State College, I specialize in delivering a comprehensive curriculum that encompasses the latest advancements in digital media technologies and production techniques. I am responsible for teaching core courses in digital media design, web development, and interactive content creation, as outlined in the A.S. Degree program for Digital and Interactive Media Production.

Responsibilities:

**Design and teach courses** focusing on digital imaging, video production, and interactive design.

**Guide students** through hands-on projects that simulate real-world digital media production scenarios.

**Foster a collaborative classroom environment** that encourages innovation and critical thinking.

**Maintain active involvement** in professional development to ensure curriculum relevance and incorporate cutting-edge technology and methodologies.

**Mentor students** in their capstone projects, guiding them from concept development to final presentation, ensuring they are industry-ready upon graduation.



## WORK EXPERIENCE



2019 - 2024.

### **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.

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.



## WORK EXPERIENCE



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 Nysted

## 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.