MALLORY ANDERSON | UX RESEARCHER & DESIGNER

malloryjeananderson.com · mallory.jean.anderson@gmail.com · 269.788.8041

EMPLOYMENT

RESEARCHER | IBM WATSON + CLOUD PLATFORM (2017 - now)
- Engaging users in research activities and reporting findings to stakeholders, enabling product teams to build better user experiences.
- Driving adoption of HCI/UX methodologies throughout the design org during a re-org, including 'Tenets & Traps' and hypothesis-based analytics.
- Maintained a user research participant pool by managing client relationships in our Sponsor User Program (71 users from 23 enterprise clients).

UX RESEARCHER & DESIGNER | IBM HYBRID CLOUD (2015 - 2017)
- Planned and conducted generative and evaluative research with I/SaaS users to ensure product teams understood their user base.
- Engaged stakeholders to turn concepts into Sketch wireframes and iterated to refine designs.
- Shaped Persona development and usage org-wide by publishing guidance and templates to an internal site to enact protocol around Personas.

UX & QA INTERN | GE CAPITAL (2014 - 2015)
- Conducted user and product research on a manual data reporting process in commercial real estate, developed workflow diagrams, and cataloged findings to align a remote Agile team.
- Designed wireframes and Axure prototypes, testing at various fidelities with end users to refine the design's information architecture.
- Led defect calls with a remote development team, and wrote test cases and requirements in HP ALM to implement procedure for flagging both functional and usability issues.
- Influenced design practices company-wide, introducing user-centered design to Executives, Project Managers, and Engineers via internal webinars.

LEAD DESIGNER | U OF MICHIGAN M-STEM PROGRAM (2013 - 2014)
- Designed the logo, badge series, and promotional materials to brand the university's first digital badging initiative.
- Evaluated the program's online portal for UX/UI issues and provided recommendations to improve micro-interactions for student and advisor user-types and enhance the visual design.

SPEAKING ENGAGEMENTS

"How can the State of Texas Support Driverless Vehicles?" Co-facilitated the 2017 Texas Mobility Summit design thinking workshop, bringing 200+ attendees from industry and government together to brainstorm how infrastructure can leverage self-driving vehicle technology.

"Design Thinking: A Framework for Teaming and Action" Selected to present design thinking in a session at the 2017 AISES (American Indian Science & Engineering Society) Leadership Summit. There were 60+ attendees and the session received one of the best evaluations by Summit attendees.

"How to Conduct Interviews" Presented in a series of skill-sharing lessons on research and design best practices to the IBM Hybrid Cloud Research team. My slides were later incorporated into IBM Design's 3-month training for new hires.

"When the Design Process Pays Off" Contributed to a series of tech talks broad-casted corporate-wide (GE's UX Technology & Innovation Group). I presented a case study showcasing the user-centered process to 33 in-person attendees, 80 streaming remotely. GE Healthcare requested a follow up webinar with 58 remote attendees on user-centered design and how to incorporate the practice.

"Designing for Accessibility" Invited to speak to the UMSI Social Justice Group on how to engage differently-abled users through user-centered design.

EDUCATION & TRAINING

UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION | MS IN INFORMATION, HCI SPECIALIZATION (2015)
- Published a paper and presented at the CHI Conference as a CHI Student Design Competition semi-finalist.

MICHIGAN STATE UNIVERSITY | BA IN ADVERTISING (2009)

Edward Tufte one-day course: "Presenting Data & Information" (2017)

UXPA Conference workshops: "Design Secrets Hiding in Your Web Analytics Data" (2017), and Jeff Johnson's "Designing with the Mind in Mind: the Psychological Basics of UI Design Rules" (2016)

SKILLS

UX RESEARCH METHODS
- Surveys
- Interviews
- Contextual Inquiry
- Affinity Diagramming
- Competitive Evaluation
- Personas
- Card Sorting
- Concept Testing
- Usability Testing
- UI Analytics

Systems used: SurveyGizmo, Qualtrics, Optimal Workshop, Usertesting.com, Respondant.io, Amplitude, Excel

UX & DESIGN METHODS
- Workshop Facilitation
- Journey Mapping
- Workflow Modeling
- Storyboarding
- Information Architecture
- Wireframing
- Prototyping (paper/digital)
- Heuristic Evaluation

Systems used: Axure, Sketch, Marvel, InVision, Illustrator, InDesign, Photoshop, iMovie, After Effects, GitHub/ZenHub, JIRA

CODING
- Prototyping
- Production
- Data analysis

Languages used:
Proficient: HTML/CSS
Developing knowledge:
PHP, JavaScript, Python, R