

# MALLORY ANDERSON

## UX Researcher & Designer

malloryjeananderson.com

mallory.jean.anderson@gmail.com

269.788.8041

### SKILLS

#### UX Research

Surveys  
Interviews  
Contextual Inquiry  
Affinity Diagramming  
Personas  
Competitive Evaluations  
Concept Testing  
Card Sorting  
Usability Testing  
UI Analytics

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

#### UX & Design

Workshop Facilitation  
Journey Mapping  
Workflow Modeling  
Information Architecture  
Wireframing  
Prototyping (paper, digital)  
Heuristic Evaluation

*Systems used: Axure, Sketch, Marvel, InVision, Mural, Illustrator, InDesign, Photoshop, Lightroom, iMovie, After Effects*

#### Coding

Data Analysis  
Prototyping  
Production

*Languages: HTML/CSS, PHP, JavaScript, Python, R*

#### Project Management

Planning and tracking effort and impact.

*Systems used: Github/ ZenHub, JIRA, Excel*

### EMPLOYMENT

#### Design Researcher, IBM Watson

Austin, TX | 2017 - present

Engaging users in research activities and reporting findings to stakeholders; enabling product teams to build better user experiences.

Maintained a user research participant pool by managing client relationships in our Sponsor User Program (71 of users from 23 enterprise clients).

#### UX Researcher/Designer, IBM Hybrid Cloud

Austin, TX | 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 on 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

Van Buren Township, MI | 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, and tested 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 through internal webinars, introducing user-centered design to Executives, Project Managers and Engineers.

#### Lead Designer, U of M MSTEM Program

Ann Arbor, MI | 2013 - 2014

Designed the logo, badge series, and promotional materials to develop branding for the university's first digital badging initiative.

Evaluated the program's online portal for UX/UI issues and provided recommendations; improving micro-interactions for student and advisor user-types, and enhancing the visual design.

### EDUCATION & TRAINING

#### University of Michigan School of Information

MS in Information, Specializing in HCI | 2015

- Published a CHI Student Design Competition paper on design process, presented at conference in Seoul, Korea.

#### Additional Training:

- UXPA workshop: "Design Secrets Hiding in Your Web Analytics Data" | 2017
- Edward Tufte's 1-day course: "Presenting Data and Information" | 2016
- UXPA workshop: Jeff Johnson's "Designing with the Mind in Mind: the Psychological Basics of UI Design Rules" | 2016

### SPEAKING ENGAGEMENTS

#### "How can the State of Texas support driver-less vehicles?"

Co-facilitated a design thinking workshop at the 2017 Texas Mobility Summit, bringing 200+ attendees from government and industry together to brainstorm how state infrastructure can leverage the technology around self-driving vehicles.

#### "Design Thinking: A Framework for Teaming and Action"

Selected to present a design thinking workshop at the 2017 AISES (American Indian Science and Engineering Society) Leadership Summit with 60+ in-person attendees. The session received one of the highest evaluations by 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 (14 remote attendees). My slides were shared internally to educate novice researchers and used in IBM Design's 3-month training for new hires.

#### "When the Design Process Pays Off"

Contributed to a series of tech talks, broadcasted corporate-wide (GE's UX Technology & Innovations Group). I presented a case study showcasing the user-centered process to 33 in-person attendees, with 80 streaming via Cisco WebEx.

GE Healthcare requested a follow up webinar on why a user-centered approach works and how to bring the practice to teams, with 58 remote attendees streaming.

#### "Designing for Accessibility"

Requested to give a campus talk sponsored by the UMSI Social Justice Group, discussing how to engage differently-abled users through user-centered design.

#### Michigan State University

BA in Advertising | 2009