

# Mallory Anderson

## UX Researcher / Design Strategist

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269.788.8041

Conducting research to drive design strategy and measure impact on user experience

### 13 years experience

5+ in Design, 7+ in Research

6 talks • 3 awards  
1 paper • 1 patent

## EDUCATION

### UNIVERSITY OF MICHIGAN SCHOOL OF INFORMATION

MS in Information,  
HCI Specialization, 2015

### MICHIGAN STATE UNIVERSITY

BA in Advertising, 2009

## SKILLS

### Research methods:

- surveys, interviews
- contextual inquiry
- secondary research
- competitive reviews
- card sorting, concept testing
- usability testing
- behavioral analytics

### Design methods:

- workshops, participatory design
- journey maps, workflow models
- heuristic evaluations
- sketching, storyboarding
- information architecture
- wireframing, prototyping

### Coding:

- prototyping
- front-end
- data analysis

Languages used: HTML5, CSS,  
JavaScript, Python, R, plotly/dash

## UX WORK HISTORY

### GM | Senior UX Researcher, Contractor

Remote out of Michigan • 2022 - 2023

- Stakeholder interviews and Design Thinking facilitation to prioritize and reframe a backlog of research requests.
- Planning, recruiting, conducting, and presenting research studies to refine designs for GM's Mobile apps and measure impact of UX efforts.
- Planning, recruiting, conducting, and presenting research studies to enable the Advanced Design Team to vet future concepts for the Customer Experience Studio.
- Partnering with Data Scientists to aid UX teams to plan user-centric instrumentation of behavioral analytics as part of initial MVP releases.

### IBM Cloud | Lead Researcher

Austin, Texas • 2018 - 2022

- Developed research roadmaps to prioritize studies across multiple squads.
- Planned and conducted generative research to influence strategy.
- Planned and conducted evaluative research to measure improvements and capture KPIs.
- Scaled research (Kano surveys) to serve the entire platform, engaging Offering Managers from 11 squads to aid in quarterly prioritization.

### IBM Watson | User Researcher & Sponsor User Program Lead

Austin, Texas • 2017 - 2018

- Engaged users in research activities and reported findings to stakeholders, enabling product teams to expand capabilities and improve the UX.
- Maintained a user research participant pool by managing client relationships (71 users from 23 enterprise clients).

### IBM Hybrid Cloud | Designer & Researcher

Austin, Texas • 2015 - 2017

- Planned and conducted generative and evaluative research with I/SaaS users to ensure product teams understood DevOps users.
- Engaged stakeholders to turn concepts into Sketch wireframes, tested with users, and iterated to refine designs for IBM WebSphere.
- Shaped persona development and usage org-wide by publishing guidance and templates to an internal site.

### GE Capital | QA Lead (internship)

Van Buren Charter Township, Michigan • 2015

- Led defect calls with a remote dev team and wrote test cases and requirements to implement procedure for flagging both functional and usability issues.
- Influenced design practices company-wide by introducing user-centered design to Executives, Project Managers, and Engineers via internal webinars.

### GE Capital | UX Designer (internship)

Van Buren Charter Township, Michigan • 2014

- 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 and tested prototypes with users to refine the information architecture.

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## AWARDS

### Fast Co Innovation by Design Awards Honorable Mention

IBM Hybrid Cloud Design team was recognized for new internal website.

### CHI Student Design Competition Semi-Finalist

Selected to present 8-month design process at the CHI Conference.

### Enabled by Design Hackathon Most Creative

Awarded for our innovative, 3D printable stall door latch.

## PUBLICATIONS

### Am I Native Enough?: Exploring American Indian Identity Through Language Learning

Abstract on Human Factors in Computing Systems outlining the design process behind a language learning application.

## PATENTS

### Scoped Search Powered by Tagging

The proposed solution allows users to scope a search to a relevant product or products, while also providing the ability to return to the full search for broader results if the search is unsuccessful.

## ADDITIONAL DESIGN-RELATED WORK HISTORY

### University of Michigan, MSTEM Program | Lead Designer

*Ann Arbor, Michigan • 2013 - 2014*

- Designed the logo, badge series, and promotional materials to brand the university's first digital badging initiative.

### THE ANN Magazine | Staff Infographics Designer

*Ann Arbor, Michigan • 2010 - 2012*

- Designed infographics and editorial spreads.

### Campbell-Ewald Ad Agency | Contract Graphic Designer

*Southfield, Michigan • 2010*

- Scaled the Chevrolet brand style guide to website layouts for client reviews.

## TALKS

### Blockchain Overview: Understanding Blockchain and Exploring Potential Use Cases in Native Communities

An introduction to Blockchain and how the technology can increase efficiencies in business processes across industries. This AISES (American Indian Science & Engineering Society) session included an interactive activity identifying potential use cases that Blockchain could support within Native Communities.

### How can the State of Texas Support Driverless Vehicles?

Co-facilitated the 2017 Texas Mobility Summit design thinking workshop bringing together 200+ attendees from industry and government 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 company wide tech talks (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 users with disabilities through user-centered design.