

MALLORY ANDERSON

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UX Research Leader with 10+ years of experience translating user needs into business outcomes. Proven track record in scaling research operations, aligning product strategy with user insights, and mentoring cross-functional teams.

15+ years experience
5+ in Design, 10+ in Research

EDUCATION

M.S. in Information, HCI Specialization | 2015

University of Michigan
School of Information

B.A. in Advertising | 2009

Michigan State University

SKILLS

- Quantitative/Qualitative User Research Methods
- Information Architecture
- Product & Service Design
- Research & Design Ops
- AI & Ops Integration
- Project Management
- In-Person & Remote Workshop Facilitation
- Teaching & Mentorship
- Accessibility

TECHNICAL EXPERTISE

- Adobe CS
- Jira/Git
- Agile, Lean/ITIL 4
- HTML5/CSS/JavaScript
- Python, Plotly/Dash

SENIOR/LEAD-LEVEL UX WORK EXPERIENCE

MSU Dept. of Media & Information, Instructor | MI, remote | 2025-present

- Designing and delivering curriculum for *User Research & Design* and *Designing for Interactivity*, asynchronous online graduate courses at Michigan State University.
- Coaching students through the end-to-end Design Thinking process to deliver user-centered digital solutions.
- Co-creating AI guidelines for ethical application to increase consistency across the program and ready upcoming UX talent to embrace the growing AI market.

GE Aerospace, Senior Level UX Researcher | MI, remote | 2023-present

- Defining cross-functional frameworks to integrate user insights into ITIL 4-aligned service strategies, influencing decisions across our portfolio of services.
- Leading the organization-wide adoption of Standard Work practices across all job functions to improve service maturity and consistency.
- Leveraged internal AI tools to reduce delivery of new Standard Work documentation from 30+ hours to 4-8 hours, ensuring executive-defined priorities are met.

GM, Senior UX Researcher, Contractor | MI, remote | 2022-2023

- Facilitated stakeholder interviews and Design Thinking workshops to reframe and prioritize research requests, aligning efforts with business needs.
- Led end-to-end UX research for GM's mobile apps, providing data-driven insights to refine designs and measure the impact of UX improvements.
- Mentored junior researchers and cross-functional partners in best practices for mixed-method research and presentation of findings and recommendations.
- Collaborated with Data Scientists to integrate user-centric behavioral analytics into MVP releases, enhancing data-driven decision-making.

IBM Cloud, Lead Researcher | Austin, TX | 2018-2022

- Developed research roadmaps to align priorities across 11 squads.
- Evangelized UX research across business units, fostering organizational alignment and stakeholder buy-in.
- Led generative moderated and unmoderated user research to shape product strategy with user-driven insights.
- Conducted evaluative research to measure UX improvements and track key performance indicators (KPIs).
- Scaled Kano surveys across the platform, engaging Offering Managers from 11 squads in data-informed quarterly prioritization.

IBM Watson, User Researcher & Program Lead | Austin, TX | 2017-2018

- Conducted user research with Chatbot Creators and Conversation Designers and delivered insights to stakeholders, driving product enhancements and UX improvements.
- Led the Sponsor User Program, strengthening client relationships (71 users across 23 enterprise clients).

RECOGNITION

2018 Fast Co Innovation by Design Awards Honorable Mention:

Contributed the IA and UX Research content for the IBM Hybrid Cloud Design team's internal website.

2015 CHI Student Design Competition Semi-Finalist:

Selected to present at the global CHI Conference.

'Best Prototype' at 2014

Enabled by Design Hackathon:

Developed an open-source 3D model for a dexterity-sensitive stall door latch.

PUBLICATIONS

Almahmoud, J., Anderson, M., Dewan, A., Gutierrez, S., & Kumarasubramanian, R. (2015). Am I Native Enough? Exploring American Indian Identity Through Language Learning. CHI EA '15, ACM, 1–6. <https://doi.org/10.1145/2702613.2726949>

PATENTS

Scoped Search Powered by

Tagging: A process patent for how IBM Cloud Docs enables 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.

PRIOR UX WORK EXPERIENCE

IBM Hybrid Cloud, UX Designer & Researcher | Austin, TX | 2015-2017

- Led generative and evaluative research with I/SaaS users to help product teams better understand DevOps needs.
- Transformed concepts into user-validated designs for IBM WebSphere, collaborating with stakeholders to create and refine Sketch wireframes.
- Standardized persona development by publishing guidance and templates, driving org-wide adoption.

GE Aviation, Intern & QA Lead | Van Buren, MI | 2015

- Led defect calls with a remote dev team, defining test cases and requirements to improve functionality and usability issue detection.
- Championed user-centered design by introducing best practices to Executives, Project Managers, and Engineers through internal webinars, later influencing company-wide design approaches.

GE Capital, UX Design Intern | Van Buren, MI | 2014

- Researched manual data reporting workflows in commercial real estate to identify pain points and improvement opportunities.
- Developed workflow diagrams and documented findings to align a remote Agile team on process optimizations.
- Designed and tested prototypes to refine information architecture and enhance usability.

ADDITIONAL DESIGN-RELATED WORK EXPERIENCE

U of M MSTEM Program, Lead Designer | Ann Arbor, MI | 2013-2014

- Designed the logo, badges, and promotional materials to brand the University of Michigan's first digital badging initiative.
- Evaluated the program portal's user experience with student and faculty users to prioritize future improvements.

The Ann Magazine, Infographics Designer | Ann Arbor, MI | 2010-2012

- Designed infographics and editorial spreads for print publication.

Campbell-Ewald Ad Agency, Graphic Designer | Southfield, MI | 2010

- Scaled the Chevrolet brand style guide across websites and web assets for client reviews.

SPEAKING ENGAGEMENTS

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

Presented at the 2018 AISES (American Indian Science & Engineering Society) National Conference on blockchain's potential to streamline business processes, with an interactive workshop to identify practical applications within the Native community.

How Can the State of Texas Support Driverless Vehicles?

Co-facilitated a design thinking workshop at the 2017 Texas Mobility Summit, engaging 200+ industry and government leaders on how infrastructure innovations might leverage autonomous vehicle integration.

Design Thinking: A Framework for Teaming and Action

Led a highly rated session at the 2017 AISES Leadership Summit to a group of 60+ attendees, demonstrating how design thinking fosters collaboration and problem-solving.

How to Conduct Interviews

Contributed to IBM Design's training series on research methodologies, which was later integrated into the official onboarding program.

When the Design Process Pays Off

Presented a case study on the impact of a user-centered design approach for GE's company-wide UX Technology & Innovation Group. The session attracted 33 in-person attendees and 80 remote viewers. Due to high demand, GE Healthcare requested a follow-up webinar attended by 58 employees.

Designing for Accessibility

Spoke to the UMSI Social Justice Group on inclusive design and engaging users with disabilities throughout the design process.