

# Mallory Rath

## UX & Product Designer

malloryrath.com  
hi@malloryrath.com  
(903) 746-3752

### EXPERIENCE

#### Senior Product Designer Fictive Kin, March 2015 - Present

Designed the user experience for Marketplace.city, an online Smart City hub, where 150+ global cities currently share ideas; the platform has since raised \$1.2 million in funding, and was awarded the Innovative Idea Award at the 2017 Smart City Expo World Congress.

Led a team of four engineers through the process of converting an antiquated software program into a web app, including the creation of 3 new features that streamlined the client's workflow.

Designed the user experience for the interface of Lager, a hardware diagnostic web app, that has raised \$1 million in funding.

Led the company-wide transition from Sketch to Figma by creating a step-by-step onboarding guide and a UI Team Library of styles, grids, and components for quick and consistent wireframing across all projects.

Implemented UX design and research methodologies into a fast-paced design team's process by assisting in the discovery, user experience, and wireframing stages of 28 projects.

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#### Product Designer All Tomorrows, July 2014 - March 2015

Led the design of Emojiary, an emoji-based journaling iPhone app, that was written about favorably in The Atlantic, Fast Company, and Tech Crunch.

Created a user experience that resulted in over 300k user entries and a 30% DAU/MAU ratio after 3 months on the market.

Participated in various group ideation exercises, whiteboarding, affinity sorting, writing research plans, writing survey questions, guerrilla user testing using paper prototypes, user interviews, product strategy, and roadmap planning.

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#### Interaction Designer Crush & Lovely, May 2013 - May 2014

Created responsive website designs and mobile and tablet app interfaces for NBC Universal, Brookings Institute, and Adobe.

Worked closely with frontend developers and project managers to ensure delivery of polished final products.

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#### Product Design Intern Studio AKKO, May 2012 - August 2012

Worked directly with the company owner to design the UX and UI of Don.na, a personal assistant iPhone app, that was rated in the top 10 for productivity apps in the App Store, and was acquired by Yahoo in January 2014.

Designed the architecture, personas, user journeys, user experience and two interface adaptations for a freestanding urban wayfinding device.

### EDUCATION

#### BFA in Communication Design - Graphic Design

University of North Texas - Denton, TX,  
2009 - 2013

### PROFESSIONAL DEVELOPMENT

#### Data Ethics, AI and Responsible Innovation, Online Course

University of Edinburgh, edX - April/May  
2020

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#### Accessibility Design Workshop, Taught by Jana Reis - UX Designer, Microsoft

General Assembly, Seattle - January  
2020

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#### Trust and Responsibility in Design Seminar, Hosted by IxDA Seattle

Artefact, Seattle - September 2019

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#### Inclusive Design Workshop, Taught by Margaret Price - Principal Design Strategist, Microsoft

School of Visual Concepts, Seattle -  
May 2017