

Mallory is a product designer with 8+ years of experience in the tech industry designing AI personalization and NLP experiences, cloud-based software, and mobile apps. She is excellent at collaborating with engineers and has worked remotely for half of her career.

EXPERIENCE

MARCH 2015–APRIL 2020

Senior Product Designer at Fictive Kin, Seattle, WA

- Designed and presented to executives across Amazon's Devices org two Alexa on-the-go experiences that increase the market share opportunity of 111+ million voice assistant users nationwide by identifying high-value niche markets and creating innovative features that address user needs unmet by competitors.
- Led the creation of [Marketplace.city](#), an award-winning platform connecting government innovators to smart technology vendors that raised \$1.2 million in funding and fast-tracked the implementation of smart technology in over 160 cities worldwide by strategizing with key stakeholders and working iteratively to design an intuitive, user-centered experience.
- Collaborated with a team of engineers and designers to create [Lager](#), a hardware testing and debugging cloud-based software that raised \$1 million in funding during beta testing by consolidating and simplifying the diagnostic workflow to surpass feature parity with the industry-leading software.
- Increased [Rookie Magazine's](#) ad revenue by reducing the bounce rate from 68% to 2% by designing a new homepage that doubled the points of interest to invite users further into the site.

JULY 2014–MARCH 2015

Product Designer at All Tomorrows, New York, NY

- Led the design of [Emojiary](#), an emoji-based mood journaling iPhone app that collected over 300,000 entries and maintained a 30% DAU/MAU ratio during the first three months by working with a cross-functional team to design simple but visually engaging interactions with a chatbot using insights from user research.
- Incentivized daily user engagement by designing an insights dashboard where users can monitor and analyze their emotions over time through eight metrics designed to surface frequency of use, timing correlation, and combination patterns within their entries.

MAY 2013 – MAY 2014

Interaction Designer at Crush & Lovely, New York, NY

SUMMER 2012

Product Design Intern at Studio AKKO, New York, NY

EDUCATION

SUMMER 2020

Data Ethics, AI and Responsible Innovation

University of Edinburgh, Online

FALL 2009–SPRING 2013

BFA in Communication Design - Graphic Design

University of North Texas, Denton, TX

Awarded the Clampitt Paper Scholarship for Outstanding Portfolio

TOOLS

Figma · Sketch · Webflow

Initiated and led the company-wide transition from Sketch to Figma by creating a step-by-step onboarding guide and component library.

AREAS OF EXPERTISE

Taking a product from idea to launch

Executing and synthesizing qualitative & quantitative user research

Mapping an experience using wireframes and flow diagrams

Communicating functionality through mockups & prototyping

Iterating based on findings from usability and preference testing

Working remotely across time zones (4+ years)