

Molly Vierhile

Product Designer

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SELECTED CARNEGIE MELLON PROJECTS

Product Designer & Research Lead / American Eagle Outfitters

Jan 2019 - Aug 2019 • MHCI Capstone

Explored futuristic retail innovations on an agile team of 5.
Led extensive research phase, collecting data from 250+ individuals.
Coordinated design workshops and user testing to ideate solutions.
Established design system and designed final interface for web solution.

Product Designer & Project Manager / ApplyGrad

March 2019 - May 2019 • CMU Master's Application

Modernized CMU Master's application interface after 11 years.
Conducted heuristic evaluation and Think Alouds to uncover pain points.
Created design system of components for hand off to engineers.

Lead Product Designer / LittleMoochi

Dec 2018 - Mar 2019 • McGinnis Entrepreneurship Venture Competition

Designed an AI-based game to promote healthy eating in children.
Owned lo-fi to hi-fi prototype design and user testing.
Awarded \$15,000 after presenting to a live panel of VC judges.

WORK EXPERIENCE

UX Designer (Contract) / Pingzee, Inc.

Nov 2017 - Mar 2018 • Oakland, CA

Led end-to-end design process from low-fi to an elegant prototype.
Collaborated with CEO & engineers to achieve a shared vision.
Created design system to establish cohesive look & feel.

UX Researcher (Consultant) / Woebot Labs, Inc.

Dec 2016 - June 2017 • San Francisco, CA

Volunteered with early-stage AI-based chatbot Woebot.
Explored divergent concepts by conducting fast-paced user research.
Team secured \$8 million in Series A funding following product launch.

Research Coordinator / Stanford University Department of Psychiatry

Jan 2015 - Mar 2018 • San Francisco, CA

Partnered with cross-disciplinary team to create an 8-week mobile intervention within iOS app Recovery Record.
Collected data from 400+ research participants through 300 hours of clinical interviews.
Led 70-person randomized controlled trial to test AI-based therapeutic chatbot Woebot's clinical effectiveness.
Designed high-quality pamphlets distributed to 25,000 individuals.

EDUCATION

Carnegie Mellon University, School of Computer Science

Aug 2018 - Aug 2019

Master of Human-Computer Interaction
GPA: 3.96

State University of New York College at Geneseo

Aug 2010 - May 2014

BA Psychology, BA French
Phi Beta Kappa
Semester abroad in Montpellier, France

SKILLS

Design

Wireframing, Prototyping, Information Architecture, Storyboarding, Personas, User Flows, Sitemaps, Animation, Feature Prioritization, Interaction Design

Research

Interviews/Surveys, Contextual Inquiry, Empathy Mapping, Usability & A/B Testing, Think Alouds, Affinity Diagrams, Speed Dating, Data Analysis

Programming Languages

Javascript, HTML & CSS

Tools

Sketch, Figma, Principle, Adobe Creative Cloud, Final Cut Pro, Invision, Keynote

ETC.

Fluent in French
Backpacked 47 countries
Hobbyist photographer