

# MARYWHARMBY

experience design, strategy & teaching

## contact

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## portfolio

www.marywharmby.com

## design & research experience

### UX Design Director

Spring Studio, San Francisco, Nov 12 – present (promoted to Director Sep 14)

Lead teams that research, strategize and design intuitive, efficient and delightful human-centered products and services for companies like HP, Charles Schwab, and Wells Fargo. Facilitate hands-on client workshops. Helped establish Spring's internal UX process and deliverables. Mentor and manage UX team members.

### Lead UX Designer

Replicon Software, San Mateo, Sep 11 – Nov 12

Responsible for the entire mobile design process from ideation through interaction design, implementation and user testing. Worked directly with product managers, engineers, and QA to create efficient, user-friendly products.

### UX | Interaction Designer

Freelance, San Francisco, May 10 – Sep 11

Performed all aspects of UX design. Projects included EggDrop mobile e-commerce apps, employment website Kinzaa and contextual inquiry for major gaming company.

### User Research Coordinator

Usability Lab, Academy of Art University, San Francisco, Feb 09 – May 10

Assisted graduate students in lab-based user testing and development of MFA thesis projects. Developed and facilitated usability tests. Led post-test design reviews.

### Lead Computer Graphics Specialist

UBS Investment Bank, New York & San Francisco, Jul 99 – Jan 09

Created graphic presentations for client pitches in technology and healthcare. Trained staff members in the US and India.

### Website Designer | Developer

Freelance, New York, Apr 96 – Jul 99

Designed, programmed and marketed client websites. Conducted client training and market research in the United States and Europe.

### Designer & Researcher

Global Telesystems Group, New York, Mar 94 – Mar 96

Designed and developed website properties for global telecom company. Organized and conducted market research effort.

### Research Intern & Editor

World Environment Center, New York, 1992

Prepared reports detailing environmental, health and safety standards around the world to facilitate communication between international industry and government.

### Intelligence Analyst, Russian Linguist & Instructor

US Army, Detachment Wobeck, Germany, Aug 83 – Jan 87

Analyzed communications and wrote intelligence reports for national level audience. Acted as primary instructor and course developer of intelligence training program. Attended Defense Language Institute, Monterey CA.

## skills & methods

Design Thinking  
Design Research  
Strategy  
Interaction Design  
Service Design  
Systems & Flow Design  
User Interface Design  
Information Architecture  
Data Visualization  
Gamification  
Workshop Facilitation  
Narrative & Storytelling  
Contextual Inquiry  
Survey Research  
Heuristic Evaluation  
Competitor Analysis  
Ethnographic Research  
User Personas  
Experience Maps  
Concept Mapping  
Wireframing  
Paper Prototyping  
Hi-Fidelity Prototyping  
Lab-Based User Testing

## technology

Multi-Platform & Device  
Web | Mobile | Responsive  
iOS | Android | Webkit  
OmniGraffle  
Photoshop  
Illustrator  
InDesign  
Dreamweaver  
HTML & CSS  
MS Office  
Silverback Testing Software  
Morae Testing Software

## special interests

Impact of technology and design on social innovation with special emphasis on changes in education, government, social justice and the environment

## teaching experience

### **Design Instructor, Lecturer & Mentor**

WhiteSpace (design education start-up), San Francisco, Nov 14 – present

Field Innovation Team, Nov 14 – present

Bay Area Video Coalition, San Francisco, Sep 14 – present

Tradecraft (design education start-up), San Francisco, May 14 – present

Teach, advise and mentor students in research, strategy and design.

### **UX Design Instructor**

Academy of Art University, San Francisco, Jun 10 – May 14

Taught graduate level courses in User Experience Design. Advised graduate students on strategy, conceptualization and UX development of MFA thesis projects.

### **Computer Graphics Instructor** (part of a larger role of Graphics Specialist)

UBS Investment Bank & Tiger Information Systems, New York & San Francisco, Jul 99 – Jan 09

Trained staff members in graphic design at locations in the US and India.

### **Teaching & Research Assistant**

Barnard College, New York, Sep 92 – May 93

Assisted with courses in American Urban Politics and New York Area Urban Poverty/Politics. Advised students on senior thesis formulation and research and in conducting weekly Urban Social Justice seminars.

### **Teaching Assistant**

Columbia University, New York, Sep 91 – May 92

Assisted in graduate level US and Soviet Foreign Policy courses. Prepared and conducted instructional discussion groups for undergraduate and graduate students. Graded midterm and final exams.

### **Intelligence Analysis Instructor** (part of a larger role of Intelligence Analyst)

US Army, Detachment Wobeck, Germany, Aug 83 – Jan 87

Primary instructor and course developer for intelligence training program for military personnel in Europe and the US.

## education

### **Academy of Art University, San Francisco**

Master of Fine Arts, Web Design & New Media, *magna cum laude*, May 10

Course concentration in user experience design. As MFA thesis, created *The Riverbed: An Interactive Ecological Mystery*, a serious game dealing with international water scarcity issues. Initial field research conducted in Central Asia. Won Best in Show, Spring 2010.

### **Columbia University, New York**

Master of Arts, International Relations, May 91

Additional coursework toward Master of Philosophy, Sep 91 – May 93

Zuckerman, Meiers and President's Fellowships; Field research in Russia and Uzbekistan.

Course concentrations in international economic, social and security studies. Research focused on the gap between social justice and environmental security. Field research in Russia and Uzbekistan.

### **University of Maryland, Baltimore**

Bachelor of Arts, Political Science, *summa cum laude*, Phi Kappa Phi, Jun 89

Course concentration in Soviet Foreign Policy. Minors in International Relations and History.

### **Intelligence and Analysis Training Division, Goodfellow AFB**

Intelligence Analysis Course, Mar 85

### **Defense Language Institute, Monterey**

47-Week Basic Russian Language Course, Nov 84

## professional development

3-Day Public Speaking Bootcamp, MagneticSpeaking, Apr 2015  
Facilitation by Design Workshop, AIGA, Jun 2014  
Service Design Blueprints Workshop, Cooper, Apr 2014  
Global Service Design Jam, Cooper, Mar 2014  
Data Visualization Workshop, Cooper, Mar 2014  
Journey Mapping Workshop, Adaptive Path, Jun 2013

## service & leadership

### **Volunteer Responder, Instructor and Curriculum Developer**

Field Innovation Team, Nov 14 – present

Volunteer with team of innovators and technologists who assist during national and international crises. Taught design-thinking workshop at FIT's Bootcamp 3.0 and collaborating on a design-thinking toolkit for early responders and survivors.

### **Local Leader**

IxDASF, San Francisco, Oct 14 – present

Organize, facilitate and promote IxDA events and build design community in the SF Bay Area.

### **Portfolio Reviewer**

AIGA, San Francisco, May 14

Reviewed student portfolios as part of AIGA's annual Portfolio Day.

### **Community Organizer**

Games4Change, San Francisco, May 10 – May 11

Organized events for games for change community in the SF Bay Area.

## honors, awards & fellowships,

Speaker, UXPA Annual Conference, Jun 2015

Speaker, UC Berkeley Innovative Design Event, Mar 15

Best in Show, Academy of Art University Spring Show - The Riverbed, May 2010

Presenter, Games for Change Expo - The Riverbed, May 2010

Semi-Finalist, Adobe Design Achievement Awards – The Riverbed, May 2010

1st Place, Design Process, Academy of Art University Spring Show - The Riverbed, May 2009

Meiers Fellowship (merit grant), Columbia University, Sep 92 – May 93

Harriman Institute Travel and Research Grant (Uzbekistan), May 92 – Aug 92

President's Fellowship (full merit scholarship), Columbia University, Sep 90 – May 92

Zuckerman Fellowship (full merit scholarship and academic leadership program), Columbia University, Sep 89 – May 90

## publications

Design Thinking: A Quick Course in Problem Solving, Slideshare, Mar 2015

Great UX Portfolios: It's All About the Story! Slideshare, Sep 2014

UX Research: The Most Powerful Tool in Your Kit? Slideshare, Sep 2014

## professional organizations & affiliations

Member of AIGA, BayChi and IxDA (local leader of IxDASF)

Active in many other design and social good organizations through conferences, meet-ups and professional gatherings.