

MARYWHARMBY

design strategy, innovation & transformation

contact

mw@marywharmby.com
[@marywharmby](https://www.marywharmby.com)

portfolio

www.marywharmby.com

design experience

Head of Design Transformation

BBVA, Madrid, Mar 16 – present

Founded, built and led the Design Transformation Team. We use design to spearhead organizational change by helping the entire organization become more customer-focused, more collaborative and more creative in our approach to problem solving.

UX Design Director

Spring Studio, San Francisco, Nov 12 – Feb 16 (promoted to Director Sep 14)

Led research and design teams to create intuitive, efficient and delightful human-centered products and services for companies like HP, Charles Schwab, and Wells Fargo. Facilitated hands-on client workshops. Helped establish Spring's internal UX process and deliverables. Mentored and managed 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.

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 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.

skills & methods

Leadership
Innovation
Strategy
Design Thinking
Interaction Design
Service Design
Systems & Flow Design
User Interface Design
Information Architecture
Gamification
Workshop Facilitation
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
Adobe
Sketch
InVision
HTML & CSS
MS Office

special interests

Design + Innovation
Organizational Change
Social Innovation
Design for Education
Design for Government
Games for Change

teaching experience

Design Facilitator & Teacher

BBVA, Madrid, Sep 15 – present

Train and coach multi-disciplinary teams in Spain, US, Mexico, Chile, Argentina, Colombia and Peru.

Design Lecturer & Mentor

Speaker, H2i Institute of Human Centered Design, Madrid, Feb 17

Mentor, Design MBA, California College of the Arts, San Francisco, Sep 15 – May 16

Instructor & Mentor, Bay Area Video Coalition, San Francisco, Sep 14 – Sep 15

Lecturer & Mentor, Tradecraft, San Francisco, May 14 – Sep 15

Taught and mentored students in design thinking, research and execution.

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

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 Instructor

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

Primary instructor and course developer of intelligence training program for 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

Concentration in UX design. MFA thesis: 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

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 Russian Language Course, Nov 84

professional development

Mastering Value Propositions and Business Models, Strategyzer Online Course, Sep 2017
Building a Customer Centric Organization, The Wharton School, Aresty Institute of Executive Education, May 2017
Storytelling, Presentation and Delivery Bootcamp, Magnetic Speaking, Apr 15
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 and Collaborator

Field Innovation Team, Dec 14 – present

Volunteer with group of technologists and designers who assist during national and international crises. Teaching design-thinking workshop at FIT's Bootcamp 3.0 in March and collaborating on a design-thinking toolkit for early responders.

Local Leader

IxDASF, San Francisco, Oct 14 – Feb 16

Organized, facilitated and promoted IxDA events and built 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.

speakerships

Panelist, Design + Finance, London, UK – Design IQ for Business, Oct 2017
Panelist, IESE Business School, Madrid, Spain – Design Thinking: Creating Business Impact, Dec 2016
Speaker, UXSpain, Burgos, Spain – Design Leadership: Fostering Impact in a Changing World, May 2016
Speaker, Global Entrepreneurship Week, Madrid, Spain – Design IQ for Business, Nov 2015
Speaker, UXPA Annual Conference, San Diego – How Storytelling Makes You a Better Designer, Jun 2015

grants, fellowships, awards & speakerships

Presenter, Games for Change Expo, New York – 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
Meier's Fellowship (merit grant), Columbia University, Sep 92 – May 93
Harriman Institute Travel and Research Grant (Uzbekistan), Columbia University, 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

Digital Innovation Hub, Design Thinking & Innovation, Dec 17

Design Thinking the Future Bank, YouTube, Oct 17

Tell Me What You Do: How Storytelling Makes You a Better Designer, Slideshare, Jun 15

UX Research: The Most Powerful Tool in Your Kit, Slideshare, Sep 14

Great UX Portfolios: It's All About the Story! Slideshare, Sep 14

professional organizations & affiliations

Member of AIGA, BayChi and IxDA

Active in design and social good conferences, meet-ups and professional gatherings.