

MARYWHARMBY

experience design & strategy

work

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.

Local Leader

IxDASF, San Francisco, Oct 14 – present

Organize and facilitate IxDA design events in the SF Bay Area.

Design Instructor, Lecturer & Mentor

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

Tradecraft, San Francisco, May 14 – present

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

BAVC & TC: Teach and mentor students in design thinking, research and execution.

AAU: Taught graduate level courses in basic and advanced UX design. Advised on research, strategy and UX design of MFA thesis projects.

Lead UX Designer

Replicon Software, San Mateo, Sep 11 – Nov 12

Was 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

Self-employed, 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, Jun 04 – Jan 09

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

education

Academy of Art University, San Francisco

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

Columbia University, New York

Master of Arts, International Relations, May 91

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

University of Maryland, Baltimore

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

contact

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portfolio

www.marywharmby.com

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

Social Innovation
Environmental Issues
Design for Education
Design for Government
Games for Change