

# MARYWHARMBY

design strategy, innovation & transformation

## contact

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[@marywharmby](https://twitter.com/marywharmby)

## portfolio

[www.marywharmby.com](http://www.marywharmby.com)

## 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

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.

### Design Instructor, Lecturer & Mentor

Academy of Art University, CCA, Bay Area Video Coalition, Tradecraft, WhiteSpace, San Francisco, Jun 10 – May 16

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

### 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.

### 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, Jun 04 – Jan 09

Created 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

## 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