

## MARY GRACE WHALEN

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### Profile

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There's no better profession than user experience design. Everyday I get to advance my craft to create digital products that engage people and drive desired results. It keeps my curiosity stoked, feeds my eagerness to learn, and I get to work with really smart people. Like I said, no better job.

### Skills

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Design Strategy | Design Leadership | Agile Workflow | Lean UX/Design Sprint methodology | UX/UI | Design Systems | Information Architecture | Sketch | InVision | Adobe CC

### Experience

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#### McKinsey & Company | Product Design Lead | 10/2018 to present

- Core member of the Design, Innovation & Insight team working within the Firm's technology function developing the tools to power the next generation of management consultants.
- 2020 Recipient of the Waltham Client Capability Center's Firm Innovation Award.

#### UX Specialist | Contractor/Freelancer | 2012-2018

- Assess digital product to make design recommendations. Conduct heuristic evaluations, content audits, and user research activities to deliver UX specifications (personas, user flows, content strategies, wireframes, prototypes) for product development.
- Developed and work shopped, *Reframing Product Problems*, where participants learned to reframe business and product problems to make the difference between routine and exceptional product design.
- Clients included: TIAA, LinkedIn, Capital Group, Corbis, Buildium, Los Angeles User Experience Meetup, and General Assembly.

#### Vistaprint | Associate UX Director | 1/2017-6/2018

- Product designer on vistaprint.com and product owner for UI Library squad. Lead the adoption, education, design, and documentation of the design system.
- Mentored UX/UI designers in all aspects of UX/UI design. Organized and led Product Design Guild.
- Worked with senior leaders to develop a repeatable cross-discipline design process for outcome-based teams.

#### Yahoo! | Sr. Design Director | 2011-2012

- Led a team of user experience designers and worked with product managers and engineers to support Yahoo's advertising product roadmaps. Managed the design activities and deliverables for the enterprise applications that connected online ad buyers (advertisers, agencies) with inventory (publishers and networks). Drove innovation through research and UX design workshops. My team invented [patent 9135589, Navigation Bridge](#).
- Oversaw a design language initiative to unify disparate advertising applications through the creation of a single design philosophy with a set of principles, pattern library, visual style, and community governance.

### **Yahoo! | Principal Interaction Designer | 2008-2011**

- Lead interaction designer for B2B marketing apps and advertising.yahoo.com, a business portal resulting in +68% unique visitors, +48% page views, +34% leads, and \$2.7M revenue. Won the Yahoo! Editorial Award for Best Product Copy.
- Authored user stories that formed the foundation to simplify ad buying for Yahoo! advertisers.
- Designed the page layout manager and data table patterns for the advertising technology platform – enterprise software applications including display ad serving and campaign management. Design responsibility for platform's user education.
- Coached junior designers in persona development, content audits, storyboards, design processes, prototypes, and research application.

### **Digitas | VP Interaction Designer | 1999-2008**

- Held progressively responsible roles from senior content editor to VP Interaction Design.
- Led the creation of customer-centric experiences using an iterative and collaborative design process that uncovered customer insights through research, usability, and measurement methodologies.
- My team of art directors, copywriters, interaction designers, technologists, and producers infused customer experiences with creative quality. We were responsible for creating and weaving the design inputs: personas, behavioral models, content structures, user stories, workflows, wireframes, and creative multimedia assets (art, copy, sound, video) that brought the experiences to life. To insure my team's success, I worked in partnership with clients, executives, media planners, and strategy analysts to define measurable experiences that aligned brand and business goals with customer goals.
- Clients: Staples, GE Finance, TIAA-CREF, The Home Depot, P&G, SAP, Intercontinental Hotel Group, Holiday Inn, Crowne Plaza, Hotel Indigo, OnStar, General Motors, GMC, Pontiac, B&Q (Home Depot of Great Britain), Morgan Stanley, Harcourt Higher Education, Harcourt Publishing.

### **Education**

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- MLS, Library Science and Information, Simmons College, Boston, MA
- BS, James Madison University, Harrisonburg, VA.
- Certificate in Bookbinding, North Bennet Street School, Boston, MA
- UI for UX certificate, Career Foundry

### **References**

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- Upon request