



## erin malone

220 bonview st.  
san francisco, ca  
94110

h. 415.294-0010  
c. 415-205-5735

experiencematters.design  
erin@experiencemattersdesign.com

## Experience Matters: Design

2019 - present

### Principal

Solo consulting: ux design strategy, social strategy, interaction design, system modeling, user research, information architecture, art direction, brand development and UX training.

## Tangible UX

2008 - 2019

### Partner and Principal

Select clients include: Facebook, Autodesk, Capital One, Akamai, Neptune Financial, Intuit, Seagate, Netflix, Macmillan New Ventures, Verizon, Comcast, Yahoo, eBay, Togetherville, SocialText, The Hunt, Workr, Wisegate, PacerPro, Grokker, StumbleUpon, Spotify, Kyriba, Ask.com

## Yahoo!

2007 - 2008

### Senior Director, Yahoo! Developer Network

**Lead redesign of YDN site**, define requirements for new functionality and features, coordinate visual redesign and information/interaction design, capture internal stakeholder requirements, and help define and understand external audiences. Create HTML pages and CSS for quick feature additions, develop landing pages and write copy for new API releases, write use cases for QA test plans. Manage UED and Technical Documentation teams.

2004 - 2007

### Senior Director, Platform Design

#### **Founded Yahoo! Design Pattern Library.**

Manage teams responsible for developing platform and network services for the Platform Products Group and in support of larger UED design teams. Includes prototyping concepts for testing and evangelizing, development and documentation of interactive components and widgets, YUI Library components, design standards and best practices, development and curation of internal and external Pattern Libraries, brand guidelines, and toolkit development for social media applications, community and personalization best practices and membership projects.

## America Online

2002 - 2004

### Product Design Director: AOL Studio

Manage team of UI designers responsible for design and development of applications and services within the AOL flagship service. Products include: Radio@AOL, AOL Media player, You've Got Pictures, Wallet, Groups, Homepages, Blogs, Polls, Calendar, AIM.com, and other related products. Work closely with studio producers, other UI and design directors, product managers, engineers and others in collaborative team environment.

2001 - 2002

### Product Design Director: AOL Web Properties

Manage team of UI designers responsible for multi-brand (AOL service, Compuserve, Netscape, Time Warner properties and AOL international brands) design and development of clients, communications and community products. Products include: AIM, WinAmp, Spinner, Radio@Netscape, Compuserve, Netscape WebMail, Public Groups, Message Boards, Polls, and other related products. Work closely with Product Managers, engineers and others in collaborative team environment.

## AltaVista

1999 - 2001

### Director Experience Design (IA/Visde) & Creative Director

Manage team of designers, information architects, technical designers and copywriters. Lead the site architecture, structure and interaction design. Develop processes, functionality diagrams and page layouts. Create interactive prototypes for testing and proof of concept. Work closely with content producers, software engineers, program managers, usability and other teams to ensure the successful launching of content areas and software features for the AltaVista Network - including AltaVista Search and Search tools, AV Tools Center, AV Channels, My AltaVista, AltaVista Community and various other projects.

1999

### Chief Information Architect

Design web based products as part of the product development team. Lead the site architecture and structure design, interface design, oversee production designers, interface designers, and other site architects. Lead site architect for AltaVista Live! Develop team processes and usability testing. Interface with producers, business development and engineering teams.



## erin malone

220 bonview st.  
san francisco, ca  
94110

h. 415.294-0010  
c. 415-205-5735

experiencematters.design

erin@experiencemattersdesign.com

## Zip2 Corporation

1997 - 1999

### Senior Designer & Information Architect

Design web based products as part of the product development team. Site structure design, interface design, graphic design. Worked primarily in HTML and CVS. (this was Elon Musk's first startup)

Selected Projects: Zip2 Yellow pages - Information architect, UI designer, lead graphic designer, art director

Zip2 CityGuide products - Information architect, UI designer, lead graphic designer, art director

NYTimes NewYork Today - Information architect, UI designer

Knight Ridder Just Go, Seattle Times Datebook and others - Information architect

## Adobe Systems, Inc.

1995 - 1997

### Web Designer

Design pages and navigation graphics for adobe.com (web site). Hand build several thousand HTML pages of site.

Collateral design, package design and CD-ROM interface design. Project management for all web projects within Creative Services department. Manage production and html developer staff.

## America Online

1995 - 1997

**Designer:** Greenhouse Division

HouseNet: Design and build first generation web site. Screen designs for HouseNet on America Online

WorldPulse: Screen designs for The Health Zone on America Online. Design graphics and structure for SweatNet and Nutribytes, a fitness information and Daily Activity Log web site and a nutrition information and food log web site.

## Eastman Kodak

1993-1995

### Designer

Interactive Symbol Database Design (pre-web) - design interactions, screens and database. Build database in hypercard - custom hypertalk scripts and coding to support the management of several hundred symbols and provide an easy tool for adding new symbols by anyone on the team. Kiosk and User Interface Design, Software Package Design, Camera Label Graphics



## erin malone

220 bonview st.  
san francisco, ca  
94110

h. 415.294-0010  
c. 415-205-5735

experiencematters.design  
erin@experiencemattersdesign.com

## education

### MFA | Rochester Institute of Technology

School of Fine & Applied Arts  
Rochester, NY

Thesis: Dr. Robert L. Leslie and The Composing Room - 1927 - 1942

Interactive database and Historical information resource about their contributions to the History of Graphic Design

### BFA | East Carolina University

School of Art  
Greenville, NC

Magna Cum Laude; Deans List; Phi Kappa Phi National Honor Society

## professional extras

### Teaching

*Associate Professor, California College of the Arts*

IXD BFA Program

2016 - present

### Book

*Designing Social Interfaces*

Principles, Practices and Patterns for Designing the Social Web O'Reilly Media

**Second Edition: August 2015**

### Articles

*Using Mapping to Scope a System* Medium, 02.02.18

*The Social Strategy Canvas* Medium, 01.31.18

*Re-finding Your Individual Contributor Self* Medium, 05.17.17

*A History of Patterns in User Experience Design* Medium, 03.31.17

*Dear Job Hunting Designer* Medium, 02.26.2015

*5 Steps to Building Social Experiences* Boxes and Arrows, 12.23.2009

*So You Think You Want to be a Manager* Boxes and Arrows, 01.15.2007

*Leaving Las Vegas* Boxes and Arrows, 10.15.2005

*Implementing a Pattern Library in the Real World: A Yahoo! Case Study* Boxes and Arrows, 04.29.2005

*Mission Statements: Why You Might Want One* Boxes and Arrows, 05.06.2005

*Planning your future* Boxes and Arrows, 02.26.2004

*Looking Forward and Back* Boxes and Arrows, 01.12.2004

*The Power of Process, The Perils of Process* Boxes and Arrows, 07.28.2003

*DUX: Five Lessons Learned* Boxes and Arrows, 06.30.2003

*Coloring Outside the Lines* Boxes and Arrows, 05.01.2003

*Modeling the Creative Organization* Boxes and Arrows, 02.10.2003

*Coming of Age* Boxes and Arrows, 11.01.2002

*Talking with Jesse James Garrett* Boxes and Arrows, 10.27.2002

*The Tool Makes the (Wo)Man* Boxes and Arrows, 08.01.2002

*Foreseeing the Future: The legacy of Vannevar Bush* Boxes and Arrows, 06.16.2002

*IGA Experience Design - Past, Present and Future* Boxes and Arrows, 04.14.2002

*Learning from the "Powers of Ten"* Boxes and Arrows, 03.11.2002

### Without Lenses

Publisher / Editor in Chief  
2007 - 2014

### Boxes and Arrows

Online User Experience Journal  
Co-founder and Editor in Chief  
2001 - 2005

### The IA Institute

Leadership Council  
Founding Member