



## erin malone

220 bonview st.  
san francisco, ca  
94110

415-205-5735

experiencematters.design  
erin@experiencemattersdesign.com

### Highlights

- Designed & built Kodak's first website, 1995
- Designed & built Adobe's first website, 1995-1997
- 1st Designer in Engineering department at Elon Musk's 1st start up Zip2, 1997-1999
- Managed Community team at AOL—  
released 1st blogging tool, polls tool among others, 2000-2004
- Founder Yahoo! Pattern Library  
1st corporate interaction library published publicly, 2004-2008
- Lead for ADL Social Pattern Library  
Anti-hate by design  
1st of its kind library released by a civil-society organization

## Professional Experience

### California College of the Arts

2016 - present

#### Associate Professor, Chair Interaction Design BFA Program

Faculty teaching in the Interaction Design Department as well as Chair. Chair responsibilities include overseeing faculty assignments, scheduling courses, creating community for students and faculty, overseeing budget for the program. Teaching includes: Interaction Design Foundations, Behavior, Visual Interaction Design, Systems Thinking for IxD and Interaction Design History.

### 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. Partial client list: Anti-Defamation League, AutoDesk, NURX, MetaVent.io

UX Lead: *Anti Defamation League Center for Technology & Society - highlights include diagramming the ecosystem of online hate in social platforms & games creating an Online Hate Primer, lead on the ADL Social Pattern Library*

### Tangible UX

2008 - 2019

#### Partner and Principal

### Yahoo!

2007 - 2008

#### Senior Director, Yahoo! Developer Network

2004 - 2007

#### Senior Director, Platform Design

**Founded Yahoo! Design Pattern Library.**

### America Online

2002 - 2004

#### Product Design Director: AOL Studio

2001 - 2002

#### Product Design Director: AOL Web Properties

### AltaVista

1999 - 2001

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

1999

#### Chief Information Architect

### Zip2 Corporation

1997 - 1999

#### Senior Designer & Information Architect

### Adobe Systems, Inc.

1995 - 1997

#### Web Designer

### America Online

1995 - 1997

#### Designer: Greenhouse Division

### Eastman Kodak

1993-1995

#### Designer



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## Education

### **MFA | Rochester Institute of Technology**

School of Fine & Applied Arts  
Rochester, NY  
1994  
4.0/4.0 GPA

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  
1986  
3.87/4.0 GPA

Magna Cum Laude 1986  
Deans List 1983 -1986  
Phi Kappa Phi  
National Honor Society

## Writing: Books

### **in progress:**

#### **Women of Interaction Design, an alternate history**

under contract with MIT Press, targeting Spring 2024 for publication  
<http://www.womenofixd.com>

#### **The Fantastical Life of "Doc" Leslie**

A biography of Robert L. Leslie, The Composing Room and publisher PM and AD Magazine

### **published:**

#### **97 Things Every UX Practitioner Should Know: Collective Wisdom from the Experts**

Chapter : Follow these Principles of Gestalt for Better UX Design  
2021  
O'Reilly Media  
Edited by Dan Berlin

#### **Designing Social Interfaces: Principle, Patterns and Practices for Improving the User Experience**

2nd Edition, 2015  
O'Reilly Media  
Co-authored with Christian Crumlish

#### **Designing Social Interfaces: Principle, Patterns and Practices for Improving the User Experience**

1st Edition, 2009  
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## **Conference Chair**

### **IA Conference 2022**

#### **Co-Chair**

Information Architecture annual conference. Co-chair with 2 others and a student chair.

Led speaker curation process, selected and recruited keynote speakers. Lead on sponsorship team. Raised over \$47k in sponsorships and scholarship monies for diversity and equity scholarships.

April 2022

### **Re:Design Symposium**

#### **Conference Designer**

Curated and recruited all speakers for this two day Design conference.

Led workshop on bookmaking as metaphor to prototyping for interaction design

2016, San Francisco

## **Presentations: Conferences & Symposiums**

### **Lost Women in IxD**

Design History Society

Hidden Histories: Gender in Design Seminar Series

Paper selected for presentation

April 2022

### **10 Lost Women in IxD & HCI**

East Carolina University School of Art

User Experience Design Lecture Series

April 2022

### **Deconstructing the ecosystem of hate**

UX Australia

August 2021

### **Deconstructing the ecosystem of hate**

The IA Conference

April 29, 2021

### **Mapping Hate**

Interaction 21

February 3, 2021

### **The Foundations of Social Interface Design**

Webinar for O'Reilly Media

2015

### **How to Write a How-To**

Design Writing Summit sponsored by Boxes and Arrows

2015, San Francisco

### **The UX of Sales**

IA Summit

2014, San Diego

### **Designing for Ratings and Reviews**

UIE Webinar

2012



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**Workshops**

**Designing Social Interfaces Workshop**

Euro IA  
2013, Edinburgh, Scotland

**Designing Mobile patterns workshop**

Corporate UX Meeting  
2011, Mountain View, CA

**Designing Social Interfaces Workshop**

Adaptive Path's UX Week 2010  
2010 San Francisco

**Themes in user experience & marketing sites**

Corporate UX workshop  
2010, San Diego, CA

**Social Architecture – all day workshop**

IA Summit  
2012, New Orleans

**Designing Social Interfaces, Workshop**

Web Visions 2010  
2010, Portland, OR

**Designing the Social In workshop**

Web 2.0 Expo  
2010, San Francisco, CA

**Designing Social Interfaces workshop**

Web 2.0  
2009 New York, NY

**Patterns, components and code**

Corporate UX workshop  
2010, Santa Clara, CA

**Building and Using a Pattern Library Workshop**

Interaction 09  
2009, Vancouver, CA

**Building and Using a Pattern Library Workshop**

IA Summit  
2008, Miami, Fl.



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**Start using UX as a Weapon**

Keynote talk Web 2.0 Expo SF 2011  
March 29, 2011, San Francisco

**The Future is Already Here, Three Trends in IA**

Opening Keynote, German IA Konferenz  
2010, Koln, Germany

**Go With The Flow – Onboarding, Engagement and Virality**

BayChi  
2010, Palo Alto

**Social Mania – the social patterns game**

Interaction 10  
2010, Savannah, GA

**Patterns, components and code**

An Event Apart 2010  
2010, Minneapolis

**Designing Social Interfaces, 5 Principles, 5 Practices, 5 Anti-Patterns**

UIE Web App Masters Tour  
2010, Philadelphia

**Designing Social Interfaces**

Los Angeles IxDA  
2010

**Social Patterns and Antipatterns For the Win**

SXSW  
2009, Austin

**Social Patterns talk**

Web 2.0  
2009, SF

**Designing Social Interfaces: 5 steps, 5 principles, 5 anti-patterns**

IDEA 09  
2009, Toronto

**Designing Social Interfaces talk**

IA Summit  
2009, Memphis

**Designing Social Interfaces: 5 principles, 5 practices, 5 anti-patterns**

IxDA San Francisco  
2009

**Implementing a Pattern Library in the Real World:**

A Yahoo! Case Study  
IA Summit  
2005, Montreal, Canada

**Panel: The Art of Deliverables  
Using Flowmaps for Team Collaboration**

IA Summit  
2002, Baltimore, Md



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**Organizations**

**Society of Technology History**

2022 - present

**ACM SIGCHI**

2020 - present

**Design History Society**

2021 - present

**Design Research Society**

2020 - present

**IXDA**

Member, 2005-present

**The IA Institute**

Leadership Council  
Founding Member

**Bay Area Photographers Collective**

2006 - 2016

President 2014-2016

Social Media / Website 2010-2014

**Advisor**

Wisegate

Jan 2010 – Oct 2016

**Without Lenses**

Publisher / Editor in Chief

2007 - 2014

**Boxes and Arrows**

Online User Experience Journal

Co-founder and Editor in Chief

2001 - 2005