



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



erin malone

220 bonview st.
san francisco, ca
94110

415-205-5735

experiencematters.design
erin@experiencemattersdesign.com

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

targeting Fall 2023
<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
targeting Summer 2024

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
O'Reilly Media
Co-authored with Christian Crumlish



erin malone

220 bonview st.
san francisco, ca
94110

415-205-5735

experiencematters.design
erin@experiencemattersdesign.com

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



erin malone

220 bonview st.
san francisco, ca
94110

415-205-5735

experiencematters.design
erin@experiencemattersdesign.com

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.



erin malone

220 bonview st.
san francisco, ca
94110

415-205-5735

experiencematters.design
erin@experiencemattersdesign.com

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