

MARYWHARMBY

design transformation | strategy, capacity building & process change

contact

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portfolio

www.marywharmby.com

experience

Transforming Organizations through Design

Independent Consultant, December 2018 – present

Design transformation is a wholistic approach to organizational innovation. It bridges strategy, capacity building and process change to deliver real and meaningful outcomes

I help organizations map gaps between vision and reality, enhance capabilities to fill those gaps and then make corresponding process changes to realize the vision. With a proven track record of success, I can help your organization innovate at scale.

Head of Design Transformation

BBVA, Madrid, March 2016 – December 2018

Founded, built and led the Design Transformation Team. Used design to spearhead organizational change by helping the entire organization become more customer-focused, more collaborative and more creative in their approach to problem solving.

Led flagship Design Ambassador Program to create a cadre of design thinking hybrids in all areas, levels and geographies with 2,400 trained in 13 countries.

UX Design Director

Spring Studio, San Francisco, November 2012 – March 2016

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 co-creation workshops.

Lead UX Designer

Replicon Software, San Mateo, September 2011 – November 2012

Responsible for the entire mobile design process. Worked directly in agile process with product managers, engineers, and QA to create efficient, user-friendly products.

Design Instructor, Lecturer & Mentor

AAU, CCA, Tradecraft, WhiteSpace, San Francisco, June 2010 – May 2016

Taught graduate courses in UX and design thinking. Advised MFA thesis projects.

UX / Interaction Designer

Self-employed, San Francisco, May 2010 – September 2011

Performed all aspects of UX design. Projects included EggDrop mobile e-commerce apps, employment website Kinzaa and contextual inquiry for major gaming company.

Lead Graphics Specialist

UBS Investment Bank, New York & San Francisco, June 1999 – January 2009

education

Academy of Art University, San Francisco

Master of Fine Arts, Web Design & New Media, *magna cum laude*, May 2010

Columbia University, New York

Master of Arts, International Relations, May 1991

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, June 1989

people & strategy

Leadership
Innovation
Strategy
Design Thinking
Workshop Design
Facilitation
Team Leading
Agile Integration
Program Management

design

UX Design
Interaction Design
Service Design
Systems & Flow Design
User Interface Design
Information Architecture
Gamification
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