

Mallory Brown

User Experience Researcher

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SUMMARY

UX researcher with 3 years of experience building and leading user research teams. Produced actionable insights throughout entire product lifecycle for multiple augmented-reality (AR) applications for both handheld and head-mounted devices. Passionate about products that combine digital interfaces with the physical world; it presents unique constraints that must be overcome through experimental and innovative research techniques. Looking for a role that presents unique challenges, while offering the support of a collaborative team who values research.

EXPERIENCE

Google, Mountain View, CA - *User Experience Researcher*

December 2015 - PRESENT

- Increased discoverability of AR promotions by 27% by using both qualitative and quantitative methods that helped identify specific design patterns for AR promotions. Findings led to an increase YoY funding, and served as a foundation for new monetization efforts.
- Collected over 925 survey responses, 12 in-class observations, and 30 teacher interviews over an 8-week study researching how AR could serve as an educational tool in a classroom environment. Findings informed the decision to launch the Expeditions AR Pioneer Program which has reached over 170,000 students in 6 major metropolitan areas, offering over 200 lesson plans.
- Managed research for AR location-based experiences, which uses Tango's Visual Positioning Service (VPS) to provide real-time navigation to users through machine learning and computer vision. Identified design guidelines and environmental factors to consider when creating AR location-based experiences.
- Supported the launch of the industry's 1st & 2nd AR consumer smartphones by evaluating the usability and engagement level of 1P & 3P Tango-enabled apps and establishing a ranking system in which Tango apps would be featured.
- Implemented prototyping process to research which 6DOF interaction models and design patterns best support users in learning the new 6DOF mental model. Results informed the creation of Google's Mobile AR Design Guidelines. Establishing a similar effort for AR head-mounted devices (HMDs).

** 6 degrees of freedom (yaw, pitch, roll, X, Y, Z); existing smartphones are 3DOF (yaw, pitch, roll).*

Phlint, San Francisco, CA - *User Experience Designer*

September 2015 - December 2015

- Performed user interviews and observations to assess how customers interact with Phlint's in-store media touch points and provided guidelines to clients on how to best merge digital experiences with a physical stores.
- Designed and prototyped Phlint's retail analytics dashboard, displaying accurate metrics through informative data visualizations. Conducted usability testing to ensure a positive user experience for all clients.

ÄKTA, acquired by Salesforce, Chicago, IL - User Experience Researcher

May 2014 - September 2014

- Increased user satisfaction and retention rates by evaluating the client's applications and providing system and design recommendations. Research evaluation techniques included contextual inquiries, heuristic evaluations, user interviews, and secret shopping sessions.
- Increased DeVry University's profits by 17% and decreased call center costs by 22% by identifying fragmentation as the leading cause of declining online enrollment and collaborating with design to implement a more streamlined online enrollment process.

Brickfish, Chicago, IL - Business Analyst

June 2011 - June 2012

- Coordinated the end-to-end development for social media campaigns by defining client needs and establishing all technical requirements needed for implementing Brickfish's custom software.
- Managed the execution and analysis of client campaigns, including engagement reach, frequency, and real-time viral activity. Redbox campaign generated over 1,000,000 consumer engagements and 252,900 minutes spent with the brand, earning Brickfish the 2012 MarCom Award for outstanding creative achievement in the marketing and communication industry.

EDUCATION

DePaul University, Chicago, IL - M.S. Human-Computer Interaction

September 2012 - June 2015

Research Assistant 2014-2015; Winner of Amazon Student Design Competition 2015.

Boston College, Chestnut Hill, MA - B.S. Finance & Marketing

September 2005 - May 2010

Member of the Varsity Sailing Team 2005-2009, Women's National Champions 2008 & 2009; Member of the Student Athlete Advisory Committee 2005-2009.

SKILLS

Methodologies - Ethnographic research, focus groups, observations, user interviews, diary studies, surveys, critical user journeys, usability testing, heuristic evaluations, contextual inquiries, journey maps, statistical analysis.

Tools - Dscout, Paco, Userzoom, Usabilia, Usertesting.com, Google Forms, MixPanel, Optimizely, Qualtrics, SPSS, Eye-tracking, EEG analysis, Axure, Invision, Figma, Framer.

Software - Adobe Photoshop, Illustrator, After Effects, Premier Pro, Omnigraffle, Sketch, Unity, Unreal Engine, Python, Javascript, HTML5, CSS.