

Mary Grace Whalen

617-276-5761 | mgwhalen@gmail.com | Portfolio: mgwhalen.net | [LinkedIn](#)

Profile

Hands-on design leader with deep understanding of the product development lifecycle and 20+ years of experience inspiring designers and cross-functional teams utilize their considerable skills to problem solve for impact.

Skills

Design Leadership | Design Coach | UX/UI Designer | Lean UX | Design Sprint | UX Research | Design Systems | Information Architecture | Figma | Miro | Jira

Experience

McKinsey & Company | Sr. Product Design Manager | 2018 to March 2023

- Served as core member of Design, Innovation & Insight team in the Firm's technology function developing key next-generation tools.
- Led team that navigated new SaaS app through pilot, implementation, adoption, creation of design tools and templates for internal broadcasters, including training 300+ user community to ultimately harmonize and simplify firm email traffic.
- Re-designed home-grown election platform for McKinsey Legal that enabled 6 successful, flawless Shareholders Council and General Managing Partner elections.
- Formally coached 6 designers, as well as informally mentored colleagues who actively sought out my coaching.
- Recognized with 2021 Firm innovation Award and Marvin Bower award nomination for cultural contribution.

Vistaprint | Associate UX Director | 2017–2018

- Served as lead product designer on Vistaprint.com while playing roles on B2B Promo Box and Return and Restart teams, contributing a 2% increase in re-purchases for 7.5 million dollars in revenue.
- Led adoption, education, design, and documentation of design system as product owner for UI Library squad.
- Mentored UX/UI designers in all aspects of UX/UI design, including organizing and leading Product Design Guild and created hiring model for product designers.
- Worked with senior leaders to develop repeatable cross-discipline design process for outcome-based teams, resulting in reducing time to market by 50%.

UX Specialist | Contractor/Freelancer | 2012-2017

- Assessed digital product to make design recommendations aligned with business objectives.
- Conducted heuristic evaluations, content audits, and user research activities to deliver UX specifications (personas, user flows, content strategies, wireframes, prototypes) for product development.
- Clients included: TIAA, LinkedIn, Capital Group, Corbis, Buildium, Los Angeles User Experience Meetup, and General Assembly.

Yahoo! | Sr. Design Director | 2011-2012

- Led team of 10 user experience designers and worked with product managers and engineers to support Yahoo's advertising product roadmaps.
- Managed design activities and deliverables for enterprise applications that connected online ad buyers (advertisers, agencies) with inventory (publishers and networks).
- Drove innovation through research and UX design workshops, including inventing [patent 9135589, Navigation Bridge](#).
- Oversaw design language initiative to unify disparate advertising applications through creation of single design philosophy with a set of principles, pattern library, visual style, and community governance.

Yahoo! | Principal Interaction Designer | 2008-2011

- Executed roadmap as lead interaction designer for B2B marketing apps and advertising.yahoo.com business portal, resulting in +68% unique visitors, +48% page views, +34% leads, and \$2.7M revenue, earning Yahoo! Editorial Award for Best Product Copy.
- Authored user stories that formed the foundation to simplify ad buying for Yahoo! advertisers.
- Designed page layout manager and data table patterns for advertising technology platform – enterprise software applications including display ad serving and campaign management, including design responsibility for platform's user education.
- Coached junior designers in persona development, content audits, storyboards, design processes, prototypes, and research application.

Digitas | VP Interaction Designer | 1999-2008

- Held progressively responsible roles from senior content editor to VP Interaction Design.
- Led the creation of customer-centric experiences using an iterative and collaborative design process that uncovered customer insights through research, usability, and measurement methodologies.
- My team of art directors, copywriters, interaction designers, technologists, and producers infused customer experiences with creative quality. We were responsible for creating and weaving the design inputs: personas, behavioral models, content structures, user stories, workflows, wireframes, and creative multimedia assets (art, copy, sound, video) that brought the experiences to life. To ensure my team's success, I worked in partnership with clients, executives, media planners, and strategy analysts to define measurable experiences that aligned brand and business goals with customer goals.
- Clients: Staples, GE Finance, TIAA-CREF, The Home Depot, P&G, SAP, Intercontinental Hotel Group, Holiday Inn, Crowne Plaza, Hotel Indigo, OnStar, General Motors, GMC, Pontiac, B&Q (Home Depot of Great Britain), Morgan Stanley, Harcourt Higher Education, Harcourt Publishing.

Education

- MLS, Library Science and Information, Simmons College, Boston, MA
- BS, James Madison University, Harrisonburg, VA.
- Certificate in Bookbinding, North Bennet Street School, Boston, MA
- UI for UX certificate, Career Foundry