

Molly Vierhile

Product Designer

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EDUCATION

Carnegie Mellon University

Master of Human-Computer Interaction
Aug 2019 • GPA: 3.96

State University of New York College at Geneseo

BA Psychology, BA French
May 2014 • Phi Beta Kappa

CERTIFICATES

User Experience Design

General Assembly • Nov 2016

SKILLS

Design

Wireframing, Prototyping, Information Architecture, Storyboarding, Personas, User Flows, Sitemaps, Animation, Feature Prioritization, Visual Design

Research

Interviews/Surveys, Contextual Inquiry, Empathy Mapping, Usability & A/B Testing, Think Alouds, Affinity Diagrams, Heuristic Evaluation, Speed Dating, Data Analysis

Programming Languages

Javascript, HTML & CSS

Tools

Sketch, Figma, Principle, Adobe Creative Cloud, Final Cut Pro, Invision

ETC.

Fluent in French
Backpacked 47 countries
Hobbyist photographer

SELECTED CARNEGIE MELLON PROJECTS

Product Designer & Research Lead / American Eagle Outfitters

Jan 2019 - Aug 2019 • Master of HCI Capstone

Explored futuristic retail innovations on an agile team of 5.
Led extensive research phase, collecting data from 250+ individuals.
Coordinated design workshops and user testing to ideate solutions.
Established design system and designed final interface for web solution.

Product Designer & Project Manager / ApplyGrad

March 2019 - May 2019 • CMU Master's Application

Modernized CMU Master's application interface after 11 years.
Conducted heuristic evaluation and Think Alouds to uncover pain points.
Created style guide and pattern library for hand off to engineers.

Lead Product Designer / LittleMoochi

Dec 2018 - Mar 2019 • McGinnis Venture Competition

Designed an AI-based game to promote healthy eating in children.
Owned lo-fi to hi-fi prototype design and user testing.
Awarded \$25,000 after compelling, story-driven pitch to VC judges.

WORK EXPERIENCE

UX Designer (Contract) / Pingzee, Inc.

Nov 2017 - Mar 2018 • Oakland, CA

Led end-to-end design process from low-fi to an elegant prototype.
Collaborated with CEO & engineers to achieve a shared vision.
Created visual design system to establish cohesive look & feel.

UX Researcher (Consultant) / Woebot Labs, Inc.

Dec 2016 - June 2017 • San Francisco, CA

Volunteered with early-stage AI-based chatbot Woebot.
Led 70-person research study to test MVP's clinical effectiveness.
Team secured \$8 million in Series A funding following product launch.
Woebot currently receives 2 million messages per week.

Research Coordinator / Stanford University Department of Psychiatry

Jan 2015 - Mar 2018 • Stanford, CA

Partnered with cross-disciplinary team to create an 8-week behavior change program within iOS app Recovery Record.
Collected data from 400+ research participants through 300 hours of clinical interviews.
Designed high-quality pamphlets distributed to 25,000 individuals.