



USER EXPERIENCE & USER INTERFACE CONTENT, DESIGN & STRATEGY

# MARY MORAN LEE

## PHILOSOPHY

Effective design is content-driven, user-centered, and evidenced in beauty, clarity, and simplicity.

## EXPERIENCE

ACCORDIA SOLUTIONS FOR THE JEFFERSON ENTERPRISE (11.2022 - 12.2025)

### INTRANET INFORMATION ARCHITECT

Lead the content workstream for the migration of 10 disparate intranet systems into one singular digital entry; Inform strategy for migration workflow, knowledge architecture, audit & inventory, taxonomy, information architecture, UX writing, content templates; Engage with senior leadership on migration status

UT SOUTHWESTERN MEDICAL CENTER (04.2018 - 11.2022)

### DIRECTOR OF DIGITAL EXPERIENCE (03.2020 - 11.2022)

Manage the development of intuitive and engaging digital solutions for UTSW's academic & research website & digital entities; Facilitate holistic, cross-disciplinary collaboration & project leadership in user-centered design including architecture, content strategy, interaction design & usability research

### SENIOR UX/UI STRATEGIST (04.2018 - 02.2020)

Lead UX activities such as persona creation, empathy mapping, user task analysis, card sorting, information architecture, wireframing, mockup design, prototyping & qualitative usability testing

EX313 DESIGN, LLC (03.2017 - 04.2018)

### OWNER

Provide graphic, user experience & user interface design services including responsive websites

SELF-EMPLOYED WITH MELALEUCA (10.2001 - 04.2018)

### MARKETING EXECUTIVE DIRECTOR 5

Key tasks include advertising, leading marketing presentations, account setup, team building & training

BIGVINE (ONLINE BARTERING STARTUP COMPANY) (06.1999 - 04.2001)

### SENIOR DESIGNER & INFORMATION ARCHITECT

Provide website design, including information architecture, user experience & user interface design

ALTAVISTA (DIGITAL EQUIPMENT CORPORATION & COMPAQ) (11.1998 - 06.1999)

### SENIOR GRAPHIC DESIGNER

Provide website and user interface design for search, portal & Babelfish translation pages

INTUIT (10.1997 - 10.1998)

### USER INTERFACE DESIGNER FOR QUICKENMORTGAGE

Provide leadership regarding UI/UX so that team inputs make sense for overall application objectives; Define UI specifications; Design overall look & feel of the website ([www.QuickenMortgage.com](http://www.QuickenMortgage.com)); Design flow & sequencing of the application; Design marketing booth & marketing materials

THE SOFTWARE GROUP (06.1995 - 10.1997)

### TECHNICAL WRITER

Design UI for county web applications (i.e., real estate indexing & criminal case records search); Design & maintain websites for TSG, counties & county associations; Design marketing booth posters & print materials; Write online help for TSG's Computer Aided Dispatch System; Wrote user guides

## SKILLS

Adobe XD  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Miro  
Unily  
Webflow  
HTML  
CSS  
JavaScript

## EDUCATION

1994 - 1995

**University of North Texas**, Cum Laude  
Graduate, Bachelor of Arts, Major: Creative Writing

1992 - 1994

**University of Texas at Austin**, Major: Plan 2

## HONORS

1995

UNT President's List

1994

UT College of Liberal Arts Outstanding Academic Achievement Award

1992

National Merit Scholar Semifinalist, Highest Ranking BTWHSPVA Graduate



#### HOME ADDRESS

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#### ONLINE PORTFOLIO

[www.ex313design.com](http://www.ex313design.com)