



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.

SKILLS

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

TEAM AWARDS

2026

one.jefferson.edu

Ragan Employee
Communications
Awards – Best Intranet

2025

Jefferson & Unily

Digital Impact Awards –
Best Intranet

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

EXPERIENCE

ACCORDIA SOLUTIONS FOR THE JEFFERSON ENTERPRISE (11.2022 - 06.2026)

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); 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



HOME ADDRESS

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ONLINE PORTFOLIO

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