

Mallory Rath

Founding Designer for 0-to-1 and Agentic AI Products

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I'm an AI-native, 0-to-1 product design leader who turns ambiguous, technical problems into shipped software as the founding or first designer on small teams. With 14+ years of experience, from an early-stage design incubator to enterprise AI security at Microsoft, I'm grounded in research, biased toward action, deeply collaborative, and shipping at the frontier of AI.

EXPERIENCE

Senior Product Design Lead, Microsoft Security - Security Copilot

March 2021 – Present | Seattle, WA and Chicago, IL (Remote) | Promoted 3x; Principal promo in final review

- **Founding designer for Security Copilot inside Microsoft Purview**, owning the process end-to-end from early exploration to shipped product. Introduced generative AI in-product for Data Security Analysts, working across disciplines and org lines to ship first-of-its-kind experiences where no design patterns existed.
- **Architected an agentic UX framework**, grounded in Microsoft Security AI Research's "amorphware" work, so AI agents can read and act consistently on security outcomes across products. Took this on outside my formal scope amid shifting org priorities, coalescing years of cross-portal scenario design into one intent-driven system.
- **Turned around a stalled AI agent adoption funnel**. Diagnosed the onboarding drop-off with the product team and ran rapid experimentation with no A/B testing platform available, raising deployment completion from 23% to 44% and entry-point exposure 2.5x WoW.
- **Pioneered putting AI agents into 1P products**, then led the team that shipped six across Purview. Created a Jobs-to-Be-Done framework that resolved agent sprawl and became Purview's go-to-market strategy, and reversed a Copilot experience that was eroding customer trust.
- **Drove org-wide leadership action on conversational UX**. Identified failure points in chat UX across the entire Security suite, mobilized peer AI UX leads, ran a competitive audit, and took a pointed, evidence-backed case all the way to the EVP, getting leadership to act on it for the first time.
- **Mentored junior designers on applying emerging AI capabilities to their product areas**, and interviewed UX engineering candidates for collaboration fit.

Senior Product Designer at Fictive Kin

March 2015 – April 2020 | Seattle, WA (Remote) and NYC | Product design studio serving angel-stage startups to enterprises

- **Led design for Lager, a browser-based terminal for hardware engineers** to gather, analyze, and store diagnostic data, owning the full UX process, helping the product land Peloton as a beta tester and raise \$1.5M in funding.
- **Designed an AI-personalized home-search concept for Keller Williams**, replacing search-and-filter with a recommendation-driven dashboard that learned preferences through likes, follows, and smart suggestions.
- **Led UXR and user journey design for two Alexa on-the-go concepts**, identifying high-value niche markets within a 111M+ voice-assistant user base and presenting to Amazon Devices executives.
- **Led design of Marketplace.city**, an award-winning platform connecting government innovators to smart-technology vendors, helping it raise \$1.2M and reach adoption in 150+ cities worldwide.

Founding Product Designer at All Tomorrows

July 2014 – March 2015 | NYC | Experimental product incubator founded by the former IDEO Design Director of NYC

- **Took Emojiary, an emoji-based mood-journaling iPhone app**, from concept to launch as founding designer, collecting 300,000+ entries and sustaining a 30% DAU/MAU ratio in its first three months.

Early Career: Interaction, Product, & Visual Design at Crush & Lovely, Studio Akko, Melville House

2011 – 2014 | NYC | Designer, Crush & Lovely (2013–2014); Intern, Studio Akko (2012); Intern, Melville House (2011)

EDUCATION

University of North Texas — BFA, Communication Design (Graphic Design), 2013 · Scholarship for Outstanding Portfolio

University of Edinburgh — Data Ethics, AI and Responsible Innovation, 2020