Mallory Gafford

UX/UI designer with a background in technical writing. Skilled at empathizing with people and creating user-centric design solutions. Experience in creating designs that are simple, usable, and beautiful.

Knoxville, TN
(901)596-5304
mallory1gafford@gmail.com
linkedin.com/in/mallory-gafford/
mallorygafford.com

UX/UI PROJECTS

Send Moods, Mood Tracking App   June 2022 - July 2022
CareerFoundry Case Study

• Followed a user-centered design process by designing a mood tracking app that tracks a user's moods, habits, and weather.
• Conducted research through competitive analysis, color theory, and visual research to create a user-friendly app.
• Created 38 high-fidelity screens and multiple prototypes, through various rounds of user testing and preference tests.

Coffee Please, Coffee Recipe App   May 2022 - June 2022
CareerFoundry Case Study

• Applied the user-centered design process and mobile-first approach to design a responsive web app for finding and sharing coffee recipes.
• Defined user needs and goals through user interviews and surveys to gather data and develop user personas and user flows.
• Completed exploratory sketches and a paper prototype to conduct usability and preference testing.

EXPERIENCE

Technical Document Specialist   June 2020 - May 2022
Tjoapack   Clinton, TN

• Developed, maintained, tracked, and archived various technical documents, managed between 50 and 100 documents at once.
• Communicated routinely with Production, Customer Service, Procurement, Quality Assurance, and other supply chain functions to ensure successful change execution.
• Interacted with clients to communicate changes and understand packaging and process requirements for specifications.
• Inspected products to ensure quality standards are consistently maintained by utilizing attention to detail.
• Worked independently to complete projects and scheduled activities.

Human Resources Intern   Feb 2020 - May 2020
Boys & Girls Clubs of the Tennessee Valley   Knoxville, TN

• Partnered with the Human Resources team and internal stakeholders to control employee lifecycle processes including scheduling interviews, creating and sending offer letters, and conducting new hire orientation.
• Designed and created content: graphics, edited photos, flyers, job postings, website copy.
• Maintained data integrity by updating internal databases with new employee information including contact information and employment forms.

UX/UI DESIGN SKILLS

• UI/Visual Design
• Wireframing
• Prototyping
• User Flows
• User Research
• Competitor Analysis
• Human-Centered Mindset
• Usability Testing
• Style Guides

TOOLS

• Adobe XD
• Figma
• HTML5
• CSS3
• Adobe Acrobat
• Marvel
• Canva
• Microsoft Office, Google Suite

EDUCATION

UX/UI Design Certification
CareerFoundry, Online
September 2022

Bachelor of Science: Business Administration, Management
The University of Tennessee, Knoxville, TN
May 2020