KELLY MAHONEY

Senior Design Consultant
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@SoSplush

Design Lead | This Dot, Inc. | November 2020 - Present
Coordinates with executive leadership and stakeholders to ensure that design methodology is understood and accepted
Translates designs across multiple platforms, ensuring company brand standards are met
Plans, documents, manages, and evaluates the performance of junior designers.
Provides hard and soft skill development opportunities through assignments, mentoring, and training opportunities

Design Consultant | Freelance | February 2015 - Present
Independent business owner with 2500+ sales in online Etsy store in first year
Utilizes Sketch and Adobe Illustrator to produce professional digital products on tight deadlines
Maintains a loyal customer base with a retention rate of 40% and adoption rate of 30% year-over-year
Creator of educational product management content, currently unpublished

Product Manager | Citrix | May 2019 - August 2020
Owned the strategy and execution for three core technical product offerings in the Citrix Cloud Platform
Coordinated and collaborated with three different engineering teams globally
Developed, tracked, and reported metrics to ensure product adoption and customer success impact
Planned, launched, and achieved 20% customer adoption of a new feature in first 6 months of employment
Lead developer experience events and exercises to promote employee engagement and building Citrix culture
Authored blogs and public-facing documentation about owned products

Event Manager & Sponsor Reporting Coordinator | Major League Hacking | April 2017 - May 2019
Led keynotes in large format events (1000+ people in attendance)
Mentored 30+ Students in the MLH Coaches Event Manager Program
Managed incidents and coordinated responses to emergencies within events
Advised student organizers to design within MLH guidelines for internal products
Responsible for selecting winners of sponsored prizes and promoting sponsor success
Attended over 60 hackathons - both as a participant and event manager - working with and leading young developers and designers

Head of Product Design | Wellopp | November 2016 - June 2018
Led a team responsible for developing a new product from conception to release
Drove a company-wide UI/UX and branding redesign for its core product offering
Recruited independent contractors for outsourced design and development work

Application Management Intern | Macy's | May 2016 - August 2016
Lone designer embedded on a Internal Tooling engineering team for deployments
Implemented the UI/UX flows that were designed into the product

EDUCATION

MBA - International Business | Florida International University
2019 - 2021

Bachelor's Degree - Religious Studies | University of Florida
2015 - 2017