

MARYWHARMBY

design transformation | strategy, capacity building & process change

contact

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[@marywharmby](https://twitter.com/marywharmby)

portfolio

www.marywharmby.com

work experience

Transforming Organizations through Design

Independent Consultant, December 2018 – present

Design transformation is a holistic approach to organizational innovation. It bridges strategy, capacity building and process change to deliver real and meaningful outcomes.

I help organizations map gaps between vision and reality, enhance capabilities to fill those gaps and then make corresponding process changes to realize the vision. With a proven track record of success, I can help your organization innovate at scale.

Head of Design Transformation

BBVA, Madrid, March 2016 – December 2018

Founded, built and led the Design Transformation Team. Used design to spearhead organizational change by helping the entire organization become more customer-focused, more collaborative and more creative in their approach to problem solving.

Led flagship Design Ambassador Program to create a cadre of design thinking hybrids in all areas, levels and geographies with 2,400 trained in 13 countries.

UX Design Director

Spring Studio, San Francisco, November 2012 – March 2016

Led research and design teams to create intuitive, efficient and delightful human-centered products and services for companies like HP, Charles Schwab and Wells Fargo. Facilitated co-creation workshops. Helped establish Spring's internal UX process and deliverables. Mentored and managed UX team members.

Lead UX Designer

Replicon Software, San Mateo, September 2011 – November 2012

Responsible for the entire mobile design process from ideation through interaction design, implementation and user testing. Worked directly in agile process with product managers, engineers, and QA to create efficient, user-friendly products.

UX / Interaction Designer

Self-employed, San Francisco, May 2010 – September 2011

Performed all aspects of UX design. Projects included EggDrop mobile e-commerce apps, employment website Kinzaa and contextual inquiry for major gaming company.

Research Coordinator

Usability Lab, Academy of Art University, San Francisco, February 2009 – May 2010

Advised graduate students in lab-based user testing and development of MFA thesis projects. Developed and facilitated usability tests and led post-test design strategy.

Lead Graphics Specialist

UBS Investment Bank, New York & San Francisco, June 1999 – January 2009

Created graphic presentations for client pitches in technology and healthcare.

people & strategy

Leadership
Innovation
Strategy
Design Thinking
Workshop Design
Facilitation
Team Leading
Agile Integration
Program Management

design

UX Design
Interaction Design
Service Design
Systems & Flow Design
User Interface Design
Information Architecture
Gamification
Storytelling
Contextual Inquiry
Survey Research
Heuristic Evaluation
Competitor Analysis
Ethnographic Research
User Personas
Experience Maps
Concept Mapping
Wireframing
Paper Prototyping
Hi-Fidelity Prototyping
Lab-Based User Testing

technology

Multi-Platform & Device
Web | Mobile | Responsive
iOS | Android
Adobe
Sketch
InVision
HTML & CSS
MS Office

special interests

Design + Innovation
Organizational Change
Social Innovation
Design for Education
Design for Government
Games for Change

work experience (continued)

Website Designer & Developer

Freelance, New York, April 1996 – July 1999

Designed, programmed and marketed client websites. Conducted client training and market research in the United States and Europe.

Designer & Researcher

Global Telesystems Group, New York, March 1994 – March 1996

Designed and developed website properties for global telecom company. Organized and conducted market research effort across Europe.

Intelligence Analyst & Russian Linguist

US Army, Detachment Wobeck, Germany, August 1983 – January 1987

Analyzed communications and wrote intelligence reports for national level audience. Acted as primary instructor and course developer of intelligence training program. Attended Defense Language Institute, Monterey CA.

teaching experience

Design Thinking Education Program Director, Facilitator & Instructor

BBVA, Madrid, September 2015 – present

Provide design thinking instruction to C-level teams in Spain, US, Mexico, Chile, Argentina, Colombia and Peru. Drive overall strategy and curriculum for global Design Ambassador Program with 2,000 design thinking hybrids trained to date. Teach and mentor designers and senior Design Ambassadors.

Visiting Design Lecturer & Mentor

Workshop Developer & Facilitator, Designing for Organizational Change, Interaction18 Conference, Lyon, February 2018

Mentor, Design MBA, California College of the Arts, San Francisco, September 2015 – May 2016

Instructor & Mentor, Bay Area Video Coalition, San Francisco, September 2014 – September 2015

Lecturer & Mentor, Tradecraft, San Francisco, May 2014 – September 2015

Taught and mentored students in design thinking, research and project execution.

Adjunct Design Instructor

Academy of Art University, San Francisco, June 2010 – May 2014

Taught graduate level courses in User Experience Design. Advised graduate students on strategy, conceptualization and UX development of MFA thesis projects.

Graphics Instructor

UBS Investment Bank & Tiger Information Systems, New York & San Francisco, July 1999 – January 2009

Trained staff members in graphic design at locations in the US and India.

Teaching Assistant

Columbia University and Barnard College, New York, September 1991 – May 1993

Assisted in graduate level US and Soviet Foreign Policy courses. Prepared and conducted instructional discussion groups for undergraduate and graduate students. Graded midterm and final exams.

Assisted with courses in American Urban Politics and New York Area Urban Poverty/Politics. Advised students on senior thesis formulation and research and in conducting weekly Urban Social Justice seminars.

Intelligence Analysis Instructor and Course Developer

US Army, Detachment Wobeck, Germany, August 1983 – January 1987

Primary instructor and course developer of intelligence training program for personnel in Europe and the US.

education

Academy of Art University, San Francisco

Master of Fine Arts, Web Design & New Media, *magna cum laude*, May 2010

Concentration in UX design. MFA thesis: The Riverbed: An Interactive Ecological Mystery, a serious game dealing with international water scarcity issues. Initial field research conducted in Central Asia. Won Best in Show, Spring 2010.

Columbia University, New York

Master of Arts, International Relations, May 1991

Additional coursework toward Master of Philosophy, September 1991 – May 1993

Received Zuckerman, Meiers and President's Fellowships

Course concentrations in international economic, social and security studies. Research focused on the gap between social justice and environmental security. Dissertation field research in Russia and Uzbekistan.

University of Maryland, Baltimore

Bachelor of Arts, Political Science, *summa cum laude*, Phi Kappa Phi, June 1989

Course concentration in Soviet Foreign Policy. Minors in International Relations and History.

Intelligence and Analysis Training, Goodfellow AFB, Texas

Intelligence Analysis Course, March 1985

Defense Language Institute, Monterey

47-Week Russian Language Course, November 1984

professional development

Mastering Value Propositions and Business Models, Strategyzer Online Course, September 2017

Building a Customer Centric Organization, The Wharton School, Aresty Institute of Executive Education, May 2017

Storytelling, Presentation and Delivery Bootcamp, Magnetic Speaking, April 2015

Facilitation by Design Workshop, AIGA, June 2014

Service Design Blueprints Workshop, Cooper, April 2014

Global Service Design Jam, Cooper, March 2014

Data Visualization Workshop, Cooper, March 2014

Journey Mapping Workshop, Adaptive Path, June 2013

speakerships

Panelist, IE Business School, Madrid – How to Create a Corporate Culture that Fosters Innovation, June 2018

Speaker, Agile India Conference, Bangalore – Designing for Change Management, March 2018

Workshop Developer & Facilitator, Interaction18 Conference, Lyon – Designing for Organizational Change, February 2018

Panelist, InVision Speaker Series – Design + Finance, London, October 2017

Speaker, H2i Institute of Human Centered Design, Madrid – What is Design Leadership, February 2017

Panelist, IESE Business School, Madrid – Design Thinking for Business Impact, December 2016

Speaker, UXSpain, Burgos – Design Leadership: Fostering Impact in a Changing World, May 2016

Speaker, Global Entrepreneurship Week, Madrid – Design IQ for Business, November 2015

Speaker, UXPA Annual Conference, San Diego – How Storytelling Makes You a Better Designer, June 2015

grants, fellowships & awards

Exhibitor, Toys & Games with a Twist, Bronx Council on the Arts – The Riverbed, December 2011

Best in Show, Academy of Art University Spring Show - The Riverbed, May 2010

Presenter, Games for Change Expo, New York – The Riverbed, May 2010

Semi-Finalist, Adobe Design Achievement Awards – The Riverbed, May 2010

1st Place for Design Process, Academy of Art University Spring Show – The Riverbed, May 2009

Meier's Fellowship (merit grant), Columbia University, September 1992 – May 1993

Harriman Institute Travel and Research Grant (Uzbekistan), Columbia University, May 1992 – August 1992

President's Fellowship (full merit scholarship), Columbia University, September 1990 – May 1992

Zuckerman Fellowship (full merit scholarship and leadership program), Columbia University, September 1989 – May 1990

leadership & service

Responder, Collaborator & Teacher

Field Innovation Team, December 2014 – present

Volunteer with group of technologists and designers who assist during national and international crises. Taught design thinking workshop at FIT's Bootcamp 3.0. Currently leading a collaborative effort to create a community-based sheltering guide for global distribution.

Local Leader

IxDASF, San Francisco, October 2014 – February 2016

Organized, facilitated and promoted IxDA events and built design community in the SF Bay Area.

Portfolio Reviewer

AIGA, San Francisco, May 2014

Reviewed student portfolios as part of AIGA's annual Portfolio Day.

Community Organizer

Games4Change, San Francisco, May 2010 – May 2011

Organized events for games for change community in the SF Bay Area.

publications

It Takes a Village: Service Designing Organizational Change at BBVA, [SDN Touchpoint Magazine](#), April 2018

Interview, Growing Synergies between Design and HR, [Observatory of Human Resources Magazine](#), April 2018

Interview, Design and Innovation, [Digital Innovation Hub Podcast](#), December 2017

Design Thinking the Future Bank, [YouTube](#), October 2017

Tell Me What You Do: How Storytelling Makes You a Better Designer, [Slideshare](#), June 2015

UX Research: The Most Powerful Tool in Your Kit, [Slideshare](#), September 2014

Great UX Portfolios: It's All About the Story! [Slideshare](#), September 2014

professional organizations & affiliations

Member of AIGA, BayChi, IxDA, SDN and DMI

Active in design and social good conferences, meet-ups and professional gatherings.