



erin malone

220 bonview st.
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415-205-5735

experiencematters.design
erin@experiencemattersdesign.com

Education

MFA | Rochester Institute of Technology

School of Fine & Applied Arts
Rochester, NY
1994
4.0/4.0 GPA

Thesis: Dr. Robert L. Leslie and The Composing Room - 1927 - 1942
Interactive database and Historical information resource about their contributions to the History of Graphic Design

BFA | East Carolina University

School of Art
Greenville, NC
1986
3.87/4.0 GPA

Magna Cum Laude 1986
Deans List 1983 -1986
Phi Kappa Phi
National Honor Society

Additional Training: Workshops & Seminars

Coding Resistance, 2021

Futuress group: A study program exposing coded inequalities and reimagining technologies for better, brighter, and more just futures!

Incomplete Latinx Stories of Diseño Grafico, 2021

Centers the work and histories of art and design in Latin America.
The second in a series of BIPOC Centered design history courses facilitated by Polymode.

Systems Practice, 2021

The Omidyar Group and Acumen Academy
Using a Systems Practice to make sustainable social impact.

Decision Making in a Complex and Uncertain World, 2021

University of Groningen
First principles of complexity, uncertainty, and how to make decisions in a complex world.

Against the Grain, 2021

Futuress group: Fostering feminist critical perspectives on the designed past and democratizing access to design history writing.

Black Design in America: African Americans and the African Diaspora in Graphic Design, 2021

The series revisits and rewrites the course of design history in a way that centers previously marginalized designers, cultural figures—and particularly BIPOC and QTPOC people.

Management Training

Leading Big; Managing Within the Law; Engaging your Yahoos!

Management development workshops offered through Yahoo!

Facilitative Leadership; Coaching for Success; Positive Power and Influence; Managing Within the Law

Management development workshops offered through AOL

Project Leadership, Management & Communications

George Washington University



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Teaching Experience

California College of the Arts
Chair Interaction Design Program BFA
2020 - present
Associate Professor
2016 - present

Courses (developed and taught)

History of Interaction Design

IXDSN 3600
Media History
F2020, SP2022

Interaction Design Foundations

IXDSN 2000
IXD Core: Sophomore level
F2017, F2018, F2019, F2021

Visual Interaction Design & UI

IXDSN 2300
IXD Core: Sophomore level
F2015, F2016, F2017, F2018, F2020

Advanced Visual Interaction Design

IXDSN 3500
Junior / Senior level elective
SP2017, SP2018

Systems for Interaction Designers

IXDSN 2100
IXD Core: Sophomore level
SP2017, SP2018, SP2019, SP2020

Behavior

IXDSN 3200 / IXDSN 2600
IXD Core: Junior level - Sophomore level
(course is moving from junior to sophomore level)
F2018, F2019

Form

IXDSN 6700
Graduate level
F2016

Intro to Interaction Design

IXDSN 1000
Freshman level
(developed but not taught)
F2020



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Guest Lectures

Changing Behavior with Anti-Hate by Design Social Pattern Library

Behavior class
IXD Program, CCA
2021

The Ecosystem of Online Hate - Wicked Problems

Systems class
Carnegie Mellon University
2021

Social Interface Design

Intensive for their 2017-2018 cohort
Centre Center
2018

How to Write a How-To

Story class
IXD Program, CCA

Designing Social Interfaces

Talk and Gameplay
Intensive ID class
General Assembly

Designing Social interfaces

Talk and gameplay
Creative Founder class
IXD Program, CCA

Using and Designing UX Patterns

UX Immersive
Tradecraft



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Workshops

Designing Social Interfaces Workshop

Euro IA
2013, Edinburgh, Scotland

Designing Mobile patterns workshop

Corporate UX Meeting
2011, Mountain View, CA

Designing Social Interfaces Workshop

Adaptive Path's UX Week 2010
2010 San Francisco

Themes in user experience & marketing sites

Corporate UX workshop
2010, San Diego, CA

Social Architecture – all day workshop

IA Summit
2012, New Orleans

Designing Social Interfaces, Workshop

Web Visions 2010
2010, Portland, OR

Designing the Social In workshop

Web 2.0 Expo
2010, San Francisco, CA

Designing Social Interfaces workshop

Web 2.0
2009 New York, NY

Patterns, components and code

Corporate UX workshop
2010, Santa Clara, CA

Building and Using a Pattern Library Workshop

Interaction 09
2009, Vancouver, CA

Building and Using a Pattern Library Workshop

IA Summit
2008, Miami, Fl.



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Highlights

- Designed & built Kodak's first website, 1995
- Designed & built Adobe's first website, 1995-1997
- 1st Designer in Engineering department at Elon Musk's 1st start up Zip2, 1997-1999
- Managed Community team at AOL— released 1st blogging tool, polls tool among others, 2000-2004
- Founder Yahoo! Pattern Library
1st corporate interaction library published publicly, 2004-2008
- Lead for ADL Social Pattern Library
Anti-hate by design
1st of its kind library released by a civil-society organization

Professional Experience

California College of the Arts

2016 - present

Associate Professor, Chair Interaction Design BFA Program

Faculty teaching in the Interaction Design Department as well as Chair. Chair responsibilities include overseeing faculty assignments, scheduling courses, creating community for students and faculty, overseeing budget for the program. Teaching includes: Interaction Design Foundations, Behavior, Visual Interaction Design, Systems Thinking for IxD and Interaction Design History.

Experience Matters: Design

2019 - present

Principal

Solo consulting: ux design strategy, social strategy, interaction design, system modeling, user research, information architecture, art direction, brand development and UX training.

UX Lead: *Anti Defamation League Center for Technology & Society* - highlights include diagramming the ecosystem of online hate in social platforms & games creating an *Online Hate Primer*, lead on the *ADL Social Pattern Library*

Tangible UX

2008 - 2019

Partner and Principal

Select clients include: Capital One, Facebook, Autodesk, Akamai, Neptune Financial, Intuit, Seagate, Netflix, Macmillan New Ventures, Verizon, Comcast, Yahoo, eBay, Togetherville, SocialText, The Hunt, Workr, Wisegate, PacerPro, Grokker, StumbleUpon, Spotify, Kyriba, Ask.com

Yahoo!

2007 - 2008

Senior Director, Yahoo! Developer Network

Lead redesign of YDN site, define requirements for new functionality and features, coordinate visual redesign and information/interaction design, capture internal stakeholder requirements, and help define and understand external audiences. Create HTML pages and CSS for quick feature additions, develop landing pages and write copy for new API releases, write use cases for QA test plans. Manage UED and Technical Documentation teams.

2004 - 2007

Senior Director, Platform Design

Founded Yahoo! Design Pattern Library.

Manage teams responsible for developing platform and network services for the Platform Products Group and in support of larger UED design teams. Includes prototyping concepts for testing and evangelizing, development and documentation of interactive components and widgets, YUI Library components, design standards and best practices, development and curation of internal and external Pattern Libraries, brand guidelines, and toolkit development for social media applications, community and personalization best practices and membership projects.

America Online

2002 - 2004

Product Design Director: AOL Studio

Manage team of UI designers responsible for design and development of applications and services within the AOL flagship service. Products include: Radio@AOL, AOL Media player, You've Got Pictures, Wallet, Groups, Homepages, Blogs, Polls, Calender, AIM.com, and other related products. Work closely with studio producers, other UI and design directors, product managers, engineers and others in collaborative team environment.

2001 - 2002

Product Design Director: AOL Web Properties

Manage team of UI designers responsible for multi-brand (AOL service, Compuserve, Netscape, Time Warner properties and AOL international brands) design and development of clients, communications and community products. Products include: AIM, WinAmp, Spinner, Radio@Netscape, Compuserve, Netscape WebMail, Public Groups, Message Boards, Polls, and other related products. Work closely with Product Managers, engineers and others in collaborative team environment.



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AltaVista

1999 - 2001

Director Experience Design (IA/Visde) & Creative Director

Manage team of designers, information architects, technical designers and copywriters. Lead the site architecture, structure and interaction design. Develop processes, functionality diagrams and page layouts. Create interactive prototypes for testing and proof of concept. Work closely with content producers, software engineers, program managers, usability and other teams to ensure the successful launching of content areas and software features for the AltaVista Network - including AltaVista Search and Search tools, AV Tools Center, AV Channels, My AltaVista, AltaVista Community and various other projects.

1999

Chief Information Architect

Design web based products as part of the product development team. Lead the site architecture and structure design, interface design, oversee production designers, interface designers, and other site architects. Lead site architect for AltaVista Live! Develop team processes and usability testing. Interface with producers, business development and engineering teams.

Zip2 Corporation

1997 - 1999

Senior Designer & Information Architect

Design web based products as part of the product development team. Site structure design, interface design, graphic design. Worked primarily in HTML and CVS. (this was Elon Musk's first startup)

Selected Projects: Zip2 Yellow pages - Information architect, UI designer, lead graphic designer, art director

Zip2 CityGuide products - Information architect, UI designer, lead graphic designer, art director

NYTimes NewYork Today - Information architect, UI designer

Knight Ridder Just Go, Seattle Times Datebook and others - Information architect

Adobe Systems, Inc.

1995 - 1997

Web Designer

Design pages and navigation graphics for adobe.com (web site). Hand build several thousand HTML pages of site. Collateral design, package design and CD-ROM interface design. Project management for all web projects within Creative Services department. Manage production and html developer staff.

America Online

1995 - 1997

Designer: Greenhouse Division

HouseNet: Design and build first generation web site. Screen designs for HouseNet on America Online

WorldPulse: Screen designs for The Health Zone on America Online. Design graphics and structure for SweatNet and Nutribytes, a fitness information and Daily Activity Log web site and a nutrition information and food log web site.

Eastman Kodak

1993-1995

Designer

Interactive Symbol Database Design (pre-web) - design interactions, screens and database. Build database in hypercard - custom hypertext scripts and coding to support the management of several hundred symbols and provide an easy tool for adding new symbols by anyone on the team. Kiosk and User Interface Design, Software Package Design, Camera Label Graphics



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Speaking Engagements & Conferences

IA Conference 2022

Co-Chair

Information Architecture annual conference. Co-chair with 2 others and a student chair.
April 2022

Re:Design Symposium

Conference Designer

& Led workshop on bookmarking as metaphor to prototyping for interaction design
2016, San Francisco

Deconstructing the ecosystem of hate

UX Australia

August 2021

Deconstructing the ecosystem of hate

The IA Conference

April 29, 2021

Mapping Hate

Interaction 21

February 3, 2021

The Foundations of Social Interface Design

Webinar for O'Reilly Media

2015

How to Write a How-To

Design Writing Summit sponsored by Boxes and Arrows

2015, San Francisco

The UX of Sales

IA Summit

2014, San Diego

Designing for Ratings and Reviews

UIE Webinar

2012

Start using UX as a Weapon

Keynote talk Web 2.0 Expo SF 2011

March 29, 2011, San Francisco

The Future is Already Here, Three Trends in IA

Opening Keynote, German IA Konferenz

2010, Koln, Germany

Go With The Flow – Onboarding, Engagement and Virality

BayChi

2010, Palo Alto



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Social Mania – the social patterns game

Interaction 10
2010, Savannah, GA

Patterns, components and code

An Event Apart 2010
2010, Minneapolis

Designing Social Interfaces, 5 Principles, 5 Practices, 5 Anti-Patterns

UIE Web App Masters Tour
2010, Philadelphia

Designing Social Interfaces

Los Angeles IxDA
2010

Social Patterns and Antipatterns For the Win

SXSW
2009, Austin

Social Patterns talk

Web 2.0
2009, SF

Designing Social Interfaces: 5 steps, 5 principles, 5 anti-patterns

IDEA 09
2009, Toronto

Designing Social Interfaces talk

IA Summit
2009, Memphis

Designing Social Interfaces: 5 principles, 5 practices, 5 anti-patterns

IxDA San Francisco
2009

Implementing a Pattern Library in the Real World:

A Yahoo! Case Study
IA Summit
2005, Montreal, Canada

Panel: The Art of Deliverables

Using Flowmaps for Team Collaboration

IA Summit
2002, Baltimore, Md



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Writings: Books

in progress:

Women of Interaction Design, an alternate history

targeting Fall 2022

<http://www.womenofixd.com>

The Fantastical Life of “Doc” Leslie

A biography of Robert L. Leslie, The Composing Room and publisher PM and AD Magazine

targeting Summer 2023

published:

97 Things Every UX Practitioner Should Know: Collective Wisdom from the Experts

Chapter : Follow these Principles of Gestalt for Better UX Design

2021

O'Reilly Media

Edited by Dan Berlin

Designing Social Interfaces: Principle, Patterns and Practices for Improving the User Experience

2nd Edition, 2015

O'Reilly Media

Co-authored with Christian Crumlish

Designing Social Interfaces: Principle, Patterns and Practices for Improving the User Experience

1st Edition, 2009

O'Reilly Media

Co-authored with Christian Crumlish



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Writings: Articles

The wicked problem that is today's social ecosystem Medium 11.15.21
Recognizing Interaction Design Work Medium 10.01.21
Deconstructing Wicked Systems to Understand Them Medium 03.29.21
15 intro lectures for Interaction Design History Medium 01.2021
Teasing out the history of interaction design and finding my own history Medium 07.24.20
As Intuitive As Play Medium 05.01.19
Using Mapping to Scope a System Medium, 02.02.18
The Social Strategy Canvas Medium, 01.31.18
Re-finding Your Individual Contributor Self Medium, 05.17.17
A History of Patterns in User Experience Design Medium, 03.31.17
Dear Job Hunting Designer Medium, 02.26.2015
5 Steps to Building Social Experiences Boxes and Arrows, 12.23.2009
So You Think You Want to be a Manager Boxes and Arrows, 01.15.2007
Leaving Las Vegas Boxes and Arrows, 10.15.2005
Implementing a Pattern Library in the Real World: A Yahoo! Case Study Boxes and Arrows, 04.29.2005
Mission Statements: Why You Might Want One Boxes and Arrows, 05.06.2005
Planning your future Boxes and Arrows, 02.26.2004
Looking Forward and Back Boxes and Arrows, 01.12.2004
The Power of Process, The Perils of Process Boxes and Arrows, 07.28.2003
DUX: Five Lessons Learned Boxes and Arrows, 06.30.2003
Coloring Outside the Lines Boxes and Arrows, 05.01.2003
Modeling the Creative Organization Boxes and Arrows, 02.10.2003
Coming of Age Boxes and Arrows, 11.01.2002
Talking with Jesse James Garrett Boxes and Arrows, 10.27.2002
The Tool Makes the (Wo)Man Boxes and Arrows, 08.01.2002
Foreseeing the Future: The legacy of Vannevar Bush Boxes and Arrows, 06.16.2002
AIGA Experience Design - Past, Present and Future Boxes and Arrows, 04.14.2002
Learning from the "Powers of Ten" Boxes and Arrows, 03.11.2002



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Beta Reader / Tech Reviewer

Beta Reader

The Team That Managed Itself, 1st Edition

Christina Wodtke
2019

Technical Reviewer

Designing Interfaces, 3rd Edition

Jenifer Tidwell, Aynne Valencia
O'Reilly Media
2019

Beta Reader

Radical Focus, 1st Edition

Christina Wodtke
2016

Technical Reviewer

Lean Branding

Laura Busche
O'Reilly Media
2014

Technical Reviewer

Designing Interfaces, 2nd Edition

Jenifer Tidwell
O'Reilly Media
2010



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Organizations

ACM SIGCHI

2020 - present

Design History Society

2021 - present

Design Research Society

2020 - present

IXDA

Member, 2005-present

The IA Institute

Leadership Council
Founding Member

Bay Area Photographers Collective

2006 - 2016

President 2014-2016

Social Media / Website 2010-2014

Advisor

Wisegate

Jan 2010 – Oct 2016

Without Lenses

Publisher / Editor in Chief

2007 - 2014

Boxes and Arrows

Online User Experience Journal

Co-founder and Editor in Chief

2001 - 2005