Mallory Thomas

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SUMMARY

- 7 years of experience in product and UX design, leading cross-functional teams to create user-centered, scalable mobile experiences for B2C apps and internal tools, with a systems-driven approach that extends to web-based platforms and a focus on data-driven design aligned with business goals.
- Defined the user experience from scratch, focusing on intuitive interactions and onboarding, which contributed to an estimated 25% increase in user engagement within the first few months.
- Collaborated with cross-functional teams to streamline workflows and optimize usability, resulting in an estimated 30% reduction in task completion time and a 20% increase in team productivity.
- Developed and refined a key feature based on user feedback, driving an estimated 40% increase in feature adoption and a 15% boost in overall customer retention.
- Led the creation of a comprehensive design system that enhanced consistency across multiple products, enabling smoother collaboration and more efficient workflows across teams.

PROFESSIONAL EXPERIENCE

TELUS   Vancouver, BC
Product Designer   Jun 2021 – Feb 2025
TELUS is one of Canada's largest telecom providers, serving 16M+ customers with $18B+ in annual revenue.

- As a Product Designer, worked across TELUS Connect and Smarthome+ platforms; started as part of a 3-person team on Connect, became sole designer on Smarthome+ for 5 months, and later joined a team of 5–10; reported to Director of Product Design
- Contributed to UX strategy and design direction aligned with product vision, retention goals, and smart home expansion through AWS and AI integration
- Designed end-to-end experiences for 2.7M–6.8M monthly users; supported user-centered design efforts with cross-functional teams across product, engineering, and research
- Scaled and maintained Figma-based design systems and components using atomic design principles; reduced handoff friction ~30%
- Applied usability testing, A/B testing, and benchmark analysis to validate design changes and inform roadmap prioritization
- Practiced Agile delivery within bi-weekly release cycles; supported stakeholder alignment and design handoffs through design critiques and journey mapping workshops

4Refuel by Finning   Langley, BC
User Experience Designer (Part-time)   Jan 2021 – Feb 2024
4Refuel provides on-site fuel delivery across 100+ North American markets; acquired by Finning for $260M.

- As a User Experience Designer, designed tablet-first technician workflows for fuel delivery operations; collaborated with 3 developers, reporting to Director of Innovation and Technology Transformation
- Applied research-driven design and information architecture principles to simplify high-risk data entry processes used across 100+ markets

- Supported compliance-critical features used in harsh, low-connectivity environments, optimizing flows for safety and operational speed
- Estimated 15–20% reduction in input errors within 3 months through validation logic and data safeguards
- Delivered clickable Figma prototypes, supporting Agile iteration and reduced dev QA cycles

YouJumprope (Startup)   Vancouver, BC
Product Designer (Independent Contractor)   Feb 2018 – Feb 2023
AI-driven mobile fitness app offering personalized video workouts for iOS and Android; positioned within North America's $10B+ digital fitness market.

- As a Product Designer, served as the sole designer owning end-to-end UX strategy, from user research to UI design and visual brand alignment; collaborated with founder/developer
- Delivered user journeys for onboarding, AI-driven workout creation, and tracking
- Built and scaled a reusable design system using atomic design and established Figma libraries
- Estimated 15–20% boost in early adoption based on feedback loops, usability testing, and competitive benchmarks
- Applied Lean UX methodology to move from prototype to MVP in short feedback cycles; supported daily engagement-focused iteration

Crowdbotics   Remote
Product Designer (Independent Contractor)   Mar 2021 – Jun 2021
Low-code platform enabling faster app deployment through reusable components and automation.

- As a Product Designer, partnered directly with founder/developer to design an iOS MVP for a multi-store e-commerce app
- Created onboarding, profile, and checkout flows optimized for retention and speed-to-launch
- Delivered all Figma prototypes and developer-ready specs within a 3-week sprint
- Applied user-centered design principles with iterative feedback to optimize first-time experience
- Estimated a 10–15% increase in retention and conversion based on internal testing and usability comparisons
- Supported fast deployment cycles using Agile and low-code design constraints

Gladly (Startup)   Remote
Visual Designer (Independent Contractor)   Jan 2021 – Apr 2021
Pre-seed mental wellness app using journaling and intention-setting for mood tracking; targeting the Gen Z & Millennial market in North America's $4.5B+ wellness space.

- As a Visual Designer, partnered with founder to define brand strategy, app name, logo, and emotional UI tone
- Delivered a full brand and UI system in 4 weeks; optimized visual hierarchy and tone for emotional recall and trust
- Estimated a 10–20% brand engagement lift based on preference testing and qualitative feedback
- Supported mood-based flow mapping and light journey mapping to inform first-time usage

Innovative Signage   Vancouver, BC

Design Team Lead   Oct 2017 – Nov 2020

Architectural signage company delivering physical wayfinding systems across healthcare, education, and public infrastructure in Western Canada.

- Promoted from Designer to Design Team Lead; led 4 designers and reported to Operations Manager; managed design QA and delivery processes
- Applied systems thinking and process optimization to scale documentation and handoff consistency
- Introduced version control systems and internal workflows that reduced rework by ~25%, improving client satisfaction and internal efficiency
- Oversaw design execution tied to multimillion-dollar infrastructure investments; managed scope, documentation, and visual consistency
- Developed scalable wayfinding logic, supporting information architecture in physical spaces — foundations I later applied in digital product design

EDUCATION
Emily Carr University of Art and Design, *Bachelor of Design*   2014-2017
University of Kansas *(Transferred)*, *Bachelor of Design*   2012-2014

TECHNICAL SKILLS
Wireframing, Prototyping, Interaction Design, Scalable Design Systems, Accessible + Inclusive Design, Responsive Design, Workflow Optimization, HTML/CSS

TOOLS + PLATFORMS
Figma, FigJam, Jira, Adobe Creative Cloud, User Research Tools, Trello, IntelliJ, VSCode, Android, iOS, Desktop Web