



## **erin malone**

220 bonview st., san francisco, ca 94110

mobile: 415-205-5735

email: erin@erinmalone.com

web: womenofixd.com AND 8pawpress.com

## **Professional Practice**

### **Semi-retired user experience designer**

#### **Experience Matters: Design - San Francisco, CA**

*May 2019 - August 2023*

##### **Principal**

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

Partial client list: Anti-Defamation League, AutoDesk, NURX, Metavent.io

- **UX Lead, UX Writing and UX Research** for the Anti Defamation League Center for Technology & Society. Conducted interviews and ethnographic research in service of understanding the needs of labelers for ML and AI classifier being built by the team to track and measure online hate.
- **UX Writing and research** for an **Interaction Design Social Pattern Library** consisting of 57 interaction design patterns and a half dozen design principles. All patterns document, with examples and interactive video microinteractions to **help mitigate hate and harassment in online social spaces**. (<https://socialpatterns.adl.org>)
- Research and develop diagrams for the **ecosystem of online hate in social platforms & games** resulting an Online Hate Primer.
- Lead team in brainstorm and design thinking exercises. Lead team in affinity diagramming outcome of brainstorm exercises resulting in ideas for platform recommendations and policy concepts.
- Research and analysis of social platform features around reporting and moderation benchmarked against the ADL Social Pattern library.
- *The Informed Life* podcast where I talk about the Social Patterns project  
<https://theinformed.life/2022/09/11/episode-96-erin-malone/>

#### **Tangible UX - San Francisco, CA**

*June 2008 - May 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

- Client sales and proposal creation.
- Recruiting, interviewing, and hiring sub-contractors.
- Project lead for multi-designer teams. Client liaison, project management, develop schedule and team assignments.
- Individual contributor work on small startups. Develop interaction design and information architecture.
- Multiple engagements and product design for **social experiences** including: Autodesk University, Wisegate, The Hunt, Facebook, SocialText, Workr, Grokker, Togetherville
- Helped CEOs hire first designer for small startups. Interview candidates, make recommendation for their first UX hire.
- Develop design systems and libraries for multiple clients.
- Usability testing and interviews (ethnography) for select projects.

#### **Yahoo! - Sunnyvale, CA**

*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 of the Yahoo! Developer Network.
- 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
- Manage UED and Technical Documentation teams.



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### **Yahoo! - Sunnyvale, CA**

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 - Mountain View, CA**

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.

### **AltaVista - Palo Alto, CA**

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.

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**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.
- 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.

In another life I worked as an Art Director working on brand and advertising.



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## **Education**

### **MFA | Rochester Institute of Technology**

School of Fine & Applied Arts - Rochester, NY

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

3.87/4.0 GPA

Magna Cum Laude

## **Additional Training: Workshops & Seminars**

- **Writing Narrative Non-Fiction**  
Domestika video course Katie Hafner, Journalist and Author
  - **Coding Resistance, 2021**  
Futures 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**  
Futures 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.
- 
- Letterpress Core Certificate series of classes - SF Center for the Book
  - Letterpress classes - grendl löfkvist - SF City College
  - Bookbinding classes - SF Center for the Book
  - Wood Engraving class - Rik Olsen - SF Center for the Book
  - Woodcut Reduction class - Toru Sugita - Graphic Arts Workshop
  - Direct to Plate - Photopolymer Gravure class - Don Messec - Making Art Safely, New Mexico
  - Photo Gravure - Unai San Martin - Rayko Photo



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## **Published Books**

### **In Through the Side Door: Fifty Years of Women in Interaction Design**

Released: October 15, 2024; MIT Press

*From the MIT Press book page:*

The vital story of how women designers and researchers pioneered the field of interaction and user experience design for software and digital interfaces.

Framed against the backdrop of contemporary waves of feminism and the history of computing design, *In through the Side Door* foregrounds the stories of the women working in the field of computing and the emergent discipline of interaction design as the graphical user interface was developed. Erin Malone begins with a handful of pioneers who brought to the field various methods from a variety of backgrounds including design, technical communication, social psychology, ethnography, information science, and mechanical engineering. Moving into the early days of desktop computing, the book highlights the women on the teams inventing contemporary desktop computer interfaces and related tools, including those at Xerox PARC, Apple's Human Interface Group, and Microsoft.

Malone takes the reader through the invention of the World Wide Web, the third wave of feminism, and the dot-com boom and bust. Coming up to contemporary times, the book features women working on the web, designing equipment interfaces, and working in voice UX, mobile design, and civic design, and continues with the up-and-coming leaders driving social impact, changing human-centered design and research, and working to be accountable for the harms of contemporary software products. Along the way, the author also touches on the challenges and biases women have faced in the workplace and continue to encounter despite cultural and sociological advancements.

Deep cuts from the manuscript - designer profiles, timelines, and other tidbits highlighting women in the field are on a companion website. <http://www.womenofixd.com>

### **A Guide to Maps & Models for UX Designers**

### **A Guide to Type & Its Use for UX Designers**

### **A Guide to Color Theory & Use in Digital Products**

### **A Guide to Using Grids in Digital UX Design**

### **A Guide to Gestalt Principles for UX Designers**

Short booklets inspired by my lectures in various design classes. Published through my press - 8 Paw Press - and available as digital downloads from Gumroad and Kindle booklets from Amazon. A Guide to Maps & Models is available as a paperback as well through Amazon.

2023

### **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 | 1st Edition, 2009

O'Reilly Media

Co-authored with Christian Crumlish



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## Writings: Articles

- *UX Design, We have a gender (and intersectionality) problem* Women of IxD site 10.24.22
- *Recognizing Interaction Design Work* Women of IxD site 08.12.22
- *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
- *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
- *AIIGA Experience Design - Past, Present and Future* Boxes and Arrows 04.14.2002
- *Learning from the "Powers of Ten"* Boxes and Arrows 03.11.2002

Reprints from graduate school essays posted on Medium

- *The Constructed Letter*
- *The Origin and Significance of the Alphabet*
- *The Influence of William Morris*
- *The Janus Press: Claire Van Vliet*



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**Beta Reader / Tech Reviewer**

Technical Reviewer

**Designing Interfaces, 3rd Edition**

Jenifer Tidwell, Aynne Valencia

O'Reilly Media

2019

Beta Reader

**The Team That Managed Itself, 1st Edition**

Christina Wodtke

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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## **Conference Chair**

### **IA Conference 2022 Co-Chair**

Online - April 2022

- Information Architecture annual conference. Co-chair with 2 others and a student chair.
- Led speaker curation process, selected and recruited keynote speakers.
- Lead on sponsorship team. Raised over \$47k in sponsorships and scholarship monies for diversity and equity scholarships.
- Fireside chat with George Oates; keynote speaker during the conference

### **Re:Design Symposium Conference Designer**

San Francisco, 2016

- Curated and recruited all speakers for this two day Design conference.
- Led workshop on bookmaking as metaphor to prototyping for interaction design

## **Conference Workshops**

- **Designing Safer More Humane Digital Experiences**

IA Conference 2023 Workshop, 2023, New Orleans, LA

- **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 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



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**Presentations: Conferences & Symposiums****Bay Area Wikipedia Editathon: Special Women in IxD edition**

March 2025

Guest hosted a special editathon for wikipedia to bolster and add missing women in IxD

**Pioneers Panel and Book Signing - California College of the Arts**

February 2025

Panel of 5 women pioneers and book signing

**10 Lost Women in the Emerging Discipline of Interaction Design - Ladies Who UX**

November 2024

Lecture highlighting 10 women pioneers in Interaction Design

**Making Sense of History - Make Sense Mess Annual Conference**

November 2024

Keynote talk about my research process while writing the book

**Understanding the past to prepare for the future - Rosenfeld Community**

Online, July 2024

Lecture & Conversation

**The Lost Women of Interaction Design - American Historical Association Conference**

San Francisco, January 2024

Poster session

**The Lost Women of the Early Internet Era - UX Camp Chicago**

Online - May 2023

Keynote talk about 6 women from the early internet era 1992-2001.

**The Lost Women of Interaction Design - IA Conference 2023**

New Orleans, April 2023

Poster session

**The Women of IXDA - Panel Moderator - Interaction 23**

Zurich, Switzerland - February 2023

Panel moderator during the Interaction 23 Conference

**Trust + AI - Swissnex**

Panelist - Discussing solutions to combat fake news and bring trust and transparency to AI.

San Francisco, November 2022

**Lost Women in IxD - Design History Society**

Online - April 2022

Hidden Histories: Gender in Design Seminar Series

YouTube link - <https://youtu.be/O7PrBF1q8eo?t=2399>

**Deconstructing the ecosystem of hate - UX Australia**

Online, August 2021

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**Mapping Hate - Interaction 21**

Online - February 3, 2021

Vimeo link - <https://vimeo.com/510256429>

**The Foundations of Social Interface Design - O'Reilly Media**

Webinar - 2015

**How to Write a How-To Design Writing Summit sponsored by Boxes and Arrows**

San Francisco 2015

**The UX of Sales - IA Summit**

San Diego, 2014

**Designing for Ratings and Reviews - UIE**

Webinar, 2012

**Start using UX as a Weapon - Web 2.0 Expo**

Keynote talk

San Francisco, March 2011

**The Future is Already Here, Three Trends in IA - German IA Konferenz**

Opening Keynote

Koln, Germany, 2010

**Go With The Flow – Onboarding, Engagement and Virality - BayChi**

Palo Alto, 2010

**Social Talks promoting our book - Designing Social Interfaces - 2009 - 2010**

Social Mania – the social patterns game - Interaction 10

Patterns, components and code - An Event Apart 2010

Designing Social Interfaces, 5 Principles, 5 Practices, 5 Anti-Patterns - UIE Web App Masters Tour

Designing Social Interfaces - IxDA

Social Patterns and Antipatterns For the Win - SXSW

Social Patterns talk - Web 2.0

Designing Social Interfaces: 5 steps, 5 principles, 5 anti-patterns - IDEA 09

Designing Social Interfaces talk - IA Summit

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



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## **University Guest Lectures**

- **Ten+1 Early Women of Interaction Design**  
Guest Lecture School of Visual Arts, IxD course, 2025
- **The Lost Women of Interaction Design**  
Guest Lecture HCI Seminar, CS547, Stanford University, 2023  
YouTube link - <https://youtu.be/EBq5y5GuTxA>
- **10 Lost Women of IxD**  
UX Design Lecture Series, Invited Lecturer, East Carolina University School of Art, 2022
- **Anti-Hate by Design**  
Social Computing course - graduate level Product Design, Stanford University, 2022
- **Changing Behavior with Anti-Hate by Design Social Pattern Library**  
Behavior class IxD Program, California College of the Arts, 2021
- **The Ecosystem of Online Hate - Wicked Problems & Mapping**  
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, California College of the Arts
- **Designing Social Interfaces**  
Talk and Gameplay, Intensive ID class, General Assembly
- **Designing Social interfaces**  
Talk and gameplay, Creative Founder class, IxD Program, California College of the Arts

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**Organizations****Society of Technology History**

2022 - present

**ACM SIGCHI**

2020 - present

**Design History Society**

2021 - present

**Design Research Society**

2020 - present

**Women's History Network**

2023 - present

**IXDA** (*shuttered 2024*)

Member, 2005-2024

**The IA Institute** (*shuttered 2019*)

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



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## **Teaching Experience**

### **California College of the Arts**

*2015- present*

**Professor - 2023 - present**

**Associate Professor - 2015-2023**

**Chair Interaction Design BFA Program - 2019 - present**

### **Responsibilities & Achievements**

- Faculty teaching in the Interaction Design Department as well as Program Chair.
- Refactored classes and coordinated with all Faculty techniques, methods and best practices for delivering classes online. Collected resources and lessons learned at end of each semester to share out for each consecutive semester.
- Chair responsibilities include overseeing faculty assignments, scheduling courses, creating community for students and faculty, overseeing budget for the program, assigning graduate TAs, mentoring IXDA Student chapter leaders.
- Reworked curriculum for Sophomore year to help accommodate growing number of transfer students; moved Behavior course from Junior level to Sophomore level and removed Story. Integrated Story concepts into all Sophomore level classes.
- Created new class at Junior level - Professional Practices. IxD was the only practical program without a Professional Practices course. This also allowed us to tie the IxD Junior Review to a class so if the review was failed the program now has a formal way to hold students back if needed.
- Rewrote all course learning objectives to consider decentering and decolonization goals.
- Developed rubrics for each course taught at the Sophomore level, rolls up to Sophomore year rubric which in turn rolls up to the program level learning objectives.
- Developed and collected materials for faculty to help decolonize and decenter our IxD curriculum. Continually updated with resources for faculty.
- Weekly newsletter sent to students and faculty highlighting upcoming events within the school as well as UX events and opportunities for students to hear from other voices, network and learn from the broader community.
- Created 100% updated Program Guide as a promotion piece for the IxD program. Intention is to be used as a leave behind for parents, for recruiting, for 2+2 community college partners. Includes fully rewritten course descriptions (reflecting CLO overhaul) as well as examples from student work for every course.
- Sponsored a series of events put together by our IXDA student chapter. Events have included alumni roundtables, resume reviews, portfolio workshops, LinkedIn lectures on how to use LinkedIn for work, mock interviews and other events —some online and some in person.

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**Courses taught include:****• Interaction Design History**

have taught as 100% asynchronous online and in person. Expanded the approach to include the disciplines of graphic design, industrial design, human factors, cognitive psychology, ethnography and computing to create a lineage for IxD that better reflects where our practices come from. Also expanded the curriculum to include the stories of contributing women and designers of color. Readings include a wide range of voices and perspectives about design and technology.

IXDSN 3600 Media History

F2020, SP2022, FA2023, SP2024, FA2024, SP2025

**• Systems for Interaction Designers**

Systems thinking for interaction designers course evolved from original curriculum developed by Hugh Dubberly and modified over the 4 years teaching to include systems thinking, modeling, information systems, wayfinding systems, ecosystems and journey mapping, ethics and behavior change.

IXDSN 2100 Sophomore level

SP2017, SP2018, SP2019, SP2020, FA2024

**• Interaction Design Foundations**

have taught both in person and hybrid

IXDSN 2000 Sophomore level

F2017, F2018, F2019, F2021, SP2023

**• Visual Interaction Design**

have taught both in person and 100% online; reworked curriculum with previous chair to include a bootcamp and deep dive into user interface design across touchpoints

IXDSN 2300 Sophomore level

F2015, F2016, F2017, F2018, F2020

**• Behavior**

as part of the curriculum changes, moved Behavior down to the Sophomore level and refined the learning objectives, I taught at Junior level

IXDSN 3200 Junior level

F2018, F2019

**• Advanced Visual Interaction Design**

developed a brand new course covering an advanced range of visual interaction design concepts including design systems, semiotics, and designing with data. Course was open to both Interaction Design and Graphic Design upper level students.

IXDSN 3500 Junior / Senior level elective

SP2017, SP2018

**• Intro to Interaction Design**

IXDSN 1000 Freshman level

(developed but not taught)