

# Molly O’Riordon

PRODUCT DESIGNER +  
FRONT-END DEVELOPER

## SUMMARY

I’m an extroverted designer and coder hybrid. I thrive on both visual and technical problem solving, have a knack for putting myself in the shoes of the user, and possess exceptional organizational skills.

## CONTACT

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## TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver)
- Sketch
- Figma
- InVision
- HTML, CSS, SASS, Bootstrap, PHP, Javascript, jQuery
- WordPress
- Microsoft Office Suite
- HubSpot
- MailChimp

## EDUCATION

### Bachelor of Fine Arts

#### Graphic Design

Magna Cum Laude

May 2010

Bowling Green State University

## WORK EXPERIENCE

### Product Designer

October 2018 – Present

FordLabs (part of Ford Motor Company) | Ann Arbor, Michigan

- I ensure products are desirable and intuitive, solving a real problem for real users, through human-centered visual and interaction design. My role includes a mix of UI and UX design, along with extensive user research. I conduct user interviews, ethnographic studies, create wireframes and high-fidelity prototypes, and conduct usability evaluations in a Lean, Agile environment. I work closely with the rest of my balanced team, which typically includes a product manager and paired software engineers.

### Senior Graphic Designer & Web Lead

November 2013 – August 2018

ForeSee | Ann Arbor, Michigan

- Transformed the website for ForeSee’s annual client event, “Summit”, by single-handedly building from the ground up (design and code) a custom-built, user-friendly responsive website integrated with our CRM
- Assumed content management of the ForeSee website, implemented a multi-stage design refresh based on a previously outsourced design and code build
- Designed and developed several demo websites mimicking those in key verticals to showcase the ForeSee products to clients (retail, banking, government, and utilities)
- Developed a unified, transitional brand consolidating three acquired companies (ForeSee, ResellerRatings, and Webcollage) into one comprehensive visual identity (the Answers Corporation family), while maintaining individual brand integrity
- Illustrated compelling infographics to inform, educate, and strengthen ForeSee as a thought leader through clear, beautiful design and a sense of humor
- Developed branding and marketing materials for our annual conference, ForeSee events, industry events, and webinars (logo, website, event app graphics for Android and iPhone, wayfinding signage, agenda booklet, ID badges, email outreach campaigns, etc.)

### Graphic Designer

June 2010 – October 2013

Next Year’s News | Toledo, Ohio

- Responsible for creative conception, development, and execution of brand identity and collateral for a diverse range of corporate and nonprofit clients; projects include print and digital design, email marketing, front and back end web and mobile creation
- Created a new visual identity for the quarterly publication of the US-China Business Council, *The China Business Review*, produced a WordPress website based on this rebrand; developed a user guide for support and trained clients on how to self-manage the website to maximize efficiency