


<div> <div> <div>Mary Phillips</div> <div>User Experience Researcher & Designer</div> </div> <div>  </div> <div> <div>✉ maryphillipsproduct@gmail.com</div> <div>📍 Denver, CO</div> </div> <div> <div>🌐 linkedin.com/in/marytmccoy</div> <div>📁 Portfolio: maryphillipsdesigns.com</div> </div> </div>			
<div> <div>Summary</div> <div>I recently graduated from General Assembly’s User Experience bootcamp, building upon the experience of 10+ years of building digital products. While allowing me a more creative outlet, understanding user needs and thinking about the full user experience remains in the forefront. And I understand scoping and budget constraints!</div> </div>			
<div>Experience</div>			
<div> <div> <div>UX Researcher & Designer Fellow</div> <div>General Assembly</div> <div>January 2026</div> </div> <div> <div>Full-time immersive program in UX/UI research and design, consisting of 480+ hours of project work, professional training, and mentorship. Executed end-to-end UX/UI design processes for four projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation.</div> <div> <div>Projects</div> <div>Marczyk’s Fine Wines</div> <div>Focused on redesigning a website to improve user engagement and functionality.</div> <div> <ul style="list-style-type: none"> Conducted user research, including six user interviews, and using affinity mapping, card sorting, and user journey mapping to synthesize actionable insights to inform the user experience. Designed a responsive interface in Figma and conducted usability testing, using its results to iterate on the features and functions, resulting in a fully-prototyped HiFi design. </div> </div> </div> </div>			
<div> <div>The Passport Program (Denver)</div> <div> <div>Worked on a team of three UX designers to create an app to replace a physical product offering.</div> <div> <ul style="list-style-type: none"> Conducted comprehensive user research for a paper-to-digital redesign of a seasonal coupon-stamp app by recruiting and interviewing 9+ users across target segments, synthesizing findings into affinity maps, personas, and task flows to define core user needs and pain points. Led UX design and prototyping efforts through collaborative sketching, low- to high-fidelity wireframing in Figma, and iterative usability testing, resulting in an intuitive mobile experience that preserved nostalgic elements while improving navigation, filtering, and visual hierarchy. </div> </div> </div>			
<div> <div>Your Daily™</div> <div> <div>Worked on a team of five UX designers to create a 2.0 version of the Your Daily™ app, incorporating an AI Coach into a gut health wellness app.</div> <div> <ul style="list-style-type: none"> Designed SOS Playbooks, an AI-guided crisis-support feature for a mental wellness app, enabling users to navigate moments of acute emotional distress through personalized, step-by-step action plans that minimized cognitive load while preserving autonomy and emotional safety. Led UX design for high-stress interaction scenarios, applying progressive disclosure, empathetic AI tone and voice, and accessibility-focused visual patterns to create a calm, trustworthy in-the-moment support experience. </div> </div> </div>			
<div> <div>Owner/Product Management Consultant</div> <div>MTMP Consulting, LLC</div> <div>2020 - Present</div> </div> <div>I completed 18 contracts, from short-term deliverables to multi-year full product roles. Here are some highlights:</div>			
<div> <div>Head of Product, Resume Folio</div> <div>2021 - 2022</div> <div>I developed a full product strategy, roadmap, and three year backlog, working closely with the CEO and initial management team. My contribution is part of a larger body of work in U.S. Patent # US-20230059021-A1.</div> </div>			
<div> <div>Product Lead, Beech Valley Solutions</div> <div>2022 - 2024</div> <div>I shaped the high-level product strategy to align with business objectives, set the roadmap, sought relentless user feedback, and launched 12 significant features/modules.</div> </div>			
<div> <div>Content Consultant, Dovetail</div> <div>2023 - 2025</div> <div>I wrote and reviewed product management and design content in support of Dovetail’s SEO and marketing strategy plan.</div> </div>			
<div> <div>Principal Product Manager Product Manager</div> <div>Bullhorn, Inc.</div> <div>2018 - 2020 2014 - 2016</div> </div> <div> <div>Product Line Manager of two products with \$6M revenue for a B2B platform serving staffing and recruiting agencies.</div> <div> <ul style="list-style-type: none"> Led a cross-functional team responsible for revenue, retention, and delivery metrics with 100% achievement in the fiscal year. Conducted monthly analysis on financial metrics to ensure any revenue and churn drivers with a product origin were well-understood and properly prioritized on the roadmap. Within 90 days after closing a significant acquisition, analyzed a set of comparable product offerings, made a strategic recommendation for the overall product portfolio, and set the roadmap and execution plan for the subsequent 6-12 months. Planned and drove the execution of a product launch from a legacy product to a v2 product, encompassing a UI overhaul as well as new feature sets. Assembled and enabled cross-functional teams impacted and benefitting from the launch. Within 9 months, went from the beginning of beta clients to 95% of customers adopting the v2 product. </div> </div>			
<div> <div>Senior Product Manager</div> <div>Apto, Inc.</div> <div>2017 - 2018</div> </div>			
<div> <div>Product Manager</div> <div>Charter Communications</div> <div>2012 - 2014</div> </div>			
<div> <div>Application Manager</div> <div>Epic Systems & Cambridge Health Alliance</div> <div>2003 - 2009</div> </div>			
<div>Education</div>			
<div> <div>Bachelor’s, Honors French & International Business</div> <div>The Ohio State University</div> </div>			
<div> <div>MBA, Brand and Product Management Specialization</div> <div>The University of Wisconsin-Madison</div> <div>Full scholarship</div> </div>			
<div> <div>Pragmatic Marketing Certification</div> <div>2020</div> </div>			
<div> <div>User Experience Bootcamp, General Assembly</div> <div>2026</div> </div>			
<div>Skills</div>			
Product Management	UX Research & Design	Tools	Soft Skills
Product Management	User Research	Jira	Distributed Teams
Product Owner	UX/UI Design	Figma	Adaptability
Agile & Scrum	Information Architecture	Google Suite	Time Management
Project Management	Wireframing	Notion	Communication
Strategy & Roadmapping	Usability Testing	Slack	Collaboration
Epics and Story Writing	Prototyping	Zoom	Stakeholder Management
Competitive Analysis			Prioritization
Launch Planning			Attention to Detail
Sunsetting			Leadership