

# Mary Hable

Senior Content Designer | Seattle, WA | [www.maryhable.com](http://www.maryhable.com)

Senior UX professional with over ten years of experience creating order out of chaos through content, design, research, and user-centered strategy.

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## Experience

### Garmin International

Sr. Content Designer | 2022 – Current

Create evidence-based content artifacts that shape our UX content strategy (e.g., user personas, user journeys).

Lead UX research and user testing to validate design strategy.

Evolve and uphold the UX content style guide and principles.

Design and present early-stage user flows and wireframes across multiple global product teams.

Hold responsibility for final UI content on the Connect app for both mobile and web, serving 20M+ active global users.

### Precision Nutrition (PN)

Curriculum Designer & UX Product Writer | 2018-2022

Held responsibility for onboarding and retention of thousands of users within the PN ProCoach app.

Created long-form written content, working closely with Product Managers, Data Analytics, Design, and Marketing.

Lead the design of user research, user personas, user journey maps, lo-fi wireframing, and prototyping.

### UNME.Design Freelance

Writer and Project Manager | 2017-2023

Managed branding and marketing content and communication.

Led large-scale presentations and workshops, reaching presentation audiences of up to 200 people.

### Brooks Running Company

Sr. Business Analyst | 2013 – 2016

Served on a global cross-functional team to manage and improve business operational costs.

### Kohl's Department Stores

Sr. Business Analyst | 2011 – 2013

## Education

### University of Minnesota – Twin Cities

Behavioral Economics, Communications

Bachelor of Science

2007-2010

### Grow with Google

UX Design Professional

Professional Certificate

March 2022

### Darden School of Business

Digital Product Management: Modern Fundamentals

Professional Certificate

April 2022

### CA Institute of the Arts

Fundamentals of Graphic Design

Professional Certificate

April 2022

## Skills

Clear and direct communication of all forms

Leadership in team collaboration and workshops

Acute awareness of process and systems

Rapid prototyping

Efficient project management

## Software and applications

Figma

Microsoft Office Suite

Google Workspace

Adobe Creative Suite

Jira, Confluence

Slack, Basecamp, Asana