

# Mallory Welch

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Houston, Texas, USA | Senior UX Designer | SEO & Digital Marketing Systems Lead

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## Professional Summary

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Strategic UX Designer & Digital Systems Lead with over 25 years of experience bridging design, development, and accessibility. Known for delivering inclusive, data-driven digital ecosystems that merge aesthetics, usability, and strategy. Expert in HTML/CSS, WCAG 2.1 AA accessibility, design systems, and analytics-based optimization. Experienced in leading cross-functional teams in academic, corporate, and civic environments—driving human-centered design through creativity, empathy, and impact.

## Professional Experience

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### Lead UX Designer — Office of Information Technology

Rice University | 2020 – Present | Houston, TX (Hybrid / Remote)

- Sole UX designer for Rice's IT Division, leading user experience, research, and accessibility across 30+ institutional web properties.
- Joined one week before the COVID-19 lockdowns, as Rice became the first U.S. university to report a confirmed COVID-19 case, pivoting immediately to digital crisis management.
- Led digital emergency response efforts, building and maintaining COVID-19 resource pages, testing and vaccine information, and CDC regulation updates through Veloci CMS.
- Helped design communication flows that supported the university's remote transition and public health messaging.
- Redesigned the IT Department's website to modernize navigation and achieve WCAG 2.1 AA compliance, improving findability and engagement.
- Collaborated with employee & accessibility committees, including the Rice Pride Committee, to ensure equitable representation in digital platforms.
- Implemented design systems and usability testing frameworks that streamlined development and reduced maintenance load.
- Partnered cross-functionally with developers, system admins, and content teams to create responsive, data-driven web experiences.

### UX / SEO Analyst & Web Developer

Malone Media Group | 2018 – 2020 | Houston, TX

- Bridged UX and digital marketing by developing landing pages, campaign microsites, and promotional content for U.S. and European clients.
- Integrated Google Analytics, SEMRush, and Moz dashboards to improve reporting and client ROI visibility.
- Redesigned legacy websites for accessibility, responsiveness, and SEO performance.
- Supported fast-paced agency environments under tight deadlines while maintaining brand and creative integrity.
- Strengthened UX-SEO alignment to enhance conversion and user engagement across campaigns.

## **Web & Digital Designer**

Houston First Corporation | 2016 – 2018 | Houston, TX

- Lead Web Designer for My Gay Houston, the city's official LGBTQIA+ tourism and culture platform.
- Directed UX and design for citywide campaigns including Hola Houston, Houston Culinary Tours, and high-profile event sites for Super Bowl LI, Final Four, and World Series.
- Supported credentialed operations during Super Bowl Media Week, collaborating with NFL Network, ESPN, and national press under NDA for celebrity guests
- Designed and managed platforms for Comicpalooza – Texas' Largest Pop Culture Festival and Comic Convention with scheduled events and ticketing for guests and stars of the comic book, film, tv, literature, and gaming pop culture industries
- Contributed to Hurricane Harvey disaster relief (2017) by helping convert the convention center into a Red Cross shelter and maintaining emergency updates.
- Redesigned internal CRM and intranet, improving workflow and communication.
- Launched Houston's business directory supporting small-business recovery post-hurricane.
- Ensured WCAG 2.0 AA accessibility and multilingual functionality across all digital properties.

## **Senior Processing Coordinator / Brand & Product Designer**

AmeriCommerce | 2013 – 2016 | Beaumont, TX & Remote

- Served as Senior Processing Coordinator managing e-commerce store builds, product setup, and client onboarding.
- Designed and customized storefronts with a focus on UX, responsive layouts, and brand cohesion.
- Created brand systems for clients in retail, hospitality, and tech sectors.
- Produced merchandise and apparel designs for personal and client stores.
- Developed digital ads and PPC campaigns through Google Ads, YouTube, Instagram, Amazon, and the Shop App.
- Collaborated with marketing and dev teams to refine product presentation and user flow for SaaS clients.

## Certifications & Expertise

- Google Analytics Certified — advanced proficiency in traffic, engagement, and conversion analysis.
- Accessibility Certified (WCAG 2.1 AA) — Level Access credentialed.
- SEO & SEM Specialist — Google Ads, Search Console, keyword optimization.
- E-Commerce Marketing — cross-selling and ad strategy on Amazon, YouTube, Instagram, and Shop App.

## Professional Development & Industry Engagement

- Annual Attendee: Figma Config, Adobe MAX, and Canva Create Conferences.
- Adobe Insider Experience: Attended beta-to-public release sessions for XD, Photoshop, and Illustrator.
- Professional Attendee: Women in STEM Panel — FIRST Robotics Competition.
- Contributor: Simpleview CMS Summit (Arizona).

## Skills & Tools

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**Design & UX:** Figma, Adobe XD, Illustrator, Photoshop, InDesign, Miro, InVision

**Web Platforms:** Drupal, WordPress, Shopify, Wix, Squarespace, AmeriCommerce

**Front-End & Accessibility:** HTML5, CSS3, Responsive Design, Accessibility Auditing (WCAG 2.1 AA), ARIA Implementation, GitHub / GitLab, Cross-Browser Testing

**Analytics & Marketing:** Google Analytics, Tag Manager, SEMRush, PPC, SEO, Hotjar, Search Console, Ads (Google / Meta / Amazon / YouTube / Shop App)

**Soft Skills:** UX Strategy, Project Management, Stakeholder Collaboration, Accessibility Design, DEI Advocacy, Agile Workflow

### Languages:

English (Native) · Spanish (Conversational / Professional) · German (Conversational) · Danish (Learning / Basic) · Choctaw (Learning/Basic Comprehension) · Japanese (Basic) · Korean (Basic)

## Community & Volunteer Work

- Hurricane Harvey Relief (2017): Volunteer and digital communications support for Red Cross shelter at George R. Brown Convention Center.
- LGBTQIA+ Advocacy: Lead designer for My Gay Houston and contributor to inclusive web accessibility and Pride representation initiatives.

□ Explore full case studies and career impact report at [mallorywelch.com](https://mallorywelch.com)