Mallory Welch

UX Design · Accessibility · Digital Marketing
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Professional Overview

I am a UX Designer and Accessibility Specialist with over 25 years of cross-disciplinary experience spanning higher education, civic institutions, and agency environments.
I began hand-coding HTML and CSS and mastering Adobe tools in 1997; today I lead inclusive, data-driven digital systems that connect people, technology, and purpose.
My approach blends research pipelines, accessibility standards (WCAG 2.1 AA), and analytics to deliver measurable outcomes. I thrive in ambiguous, high-stakes environments—crisis communications, enterprise web ecosystems, and events—where clarity, ethics, and velocity matter.

Case Study 01 — Rice University (Lead UX Designer, 2020–Present)

Context & Challenge

Rice University is a leading research institution with collaborations across NASA, CERN, and NHS services. I joined the IT division one week before the COVID-19 lockdowns—when Rice became the first U.S. university to report a confirmed case of COVID-19.
 As the division's sole UX designer, I was tasked with making complex information rapidly understandable and accessible across 30 + properties while the university shifted to remote and hybrid operations.

Approach

- Led the design and ongoing maintenance of the university's COVID-19 resource ecosystem—testing sites, vaccination guidance, campus policies, and CDC updates—using Veloci CMS.

- Formalized the Rice Pride Committee and Accessibility Committee as UX research pipelines: committees gather representative user input; I translate insights into

quantitative, scalable design improvements that drive engagement and visibility.

- Redesigned the IT Department website for modern information architecture and WCAG 2.1 AA compliance; established reusable patterns and documentation for enterprise-wide use.

- Partnered with developers and analysts to instrument analytics (Google Analytics, Tag Manager, Hotjar), measure task success, and guide iterative improvements.

- Maintained velocity and quality while transitioning from on-site to remote/hybrid operations, setting accessibility governance standards across the division.

"Supported 10 000 + users through accessible, research-driven design during the first U.S. university COVID response."

Impact

- Improved delivery speed and cross-site consistency with a shared design system.

- Reduced support tickets and increased task success via data-informed navigation and content clarity.

- Institutionalized accessibility governance university-wide.

Case Study 02 — Houston First Corporation

(Greater Houston Convention & Visitors Bureau / City of Houston Official Tourism Initiative)

Context & Challenge

Houston First manages the city's convention, tourism, and cultural platforms—including the George R. Brown Convention Center and the Houston Film Committee.
As Web & Digital Designer, I led inclusive design and UX for major initiatives: My Gay Houston, Hola Houston, and Houston Culinary Tours.

Approach

- Served as Lead Web Designer for *My Gay Houston*, the city's official LGBTQIA tourism and culture site.

- Directed UX and site architecture for *Hola Houston*, *Houston Culinary Tours*, and event portals for Super Bowl LI, Final Four, and World Series.

- Granted special security clearance through the NFL to participate in Super Bowl Media Press Week at the GRB Convention Center.

- Led the *Comicpalooza* redesign in collaboration with PR and Marketing; tracked daily KPI metrics using Hotjar and Google Analytics.

- Partnered with the Houston Film Committee to design its website, manage newsletter campaigns (Constant Contact + Mailchimp), and maintain CRM databases.

- During Hurricane Harvey (2017) I was one of the only employees with power, maintaining live Red Cross shelter updates and donation resources remotely.

- Launched the city's restaurant and business directory to aid small-business recovery.

- Ensured WCAG 2.0 AA accessibility and multilingual usability across platforms.

"Comicpalooza attendance grew from 35 000 to 50 000 (+ 43 %) the weekend my redesign launched — a direct result of analytics-driven UX and marketing collaboration."

Impact

- Strengthened Houston's inclusive digital presence through multilingual UX and data-backed iteration.

- Maintained communication continuity through a natural disaster.

- Advanced the city's tourism and film initiatives with accessible, brand-consistent design.

Case Study 03 — Malone Media Group (UX / SEO Analyst & Web Developer, 2018–2020)

Context & Challenge

Malone Media Group needed tighter alignment between UX, analytics, and marketing performance for U.S. and European clients.

Approach

- Built data-informed landing pages and microsites.

- Integrated Google Analytics, SEMRush, and Moz into streamlined dashboards for ROI clarity.

- Redesigned legacy sites for responsiveness and SEO best practices.

- Collaborated with developers and copywriters under tight deadlines.

- Introduced UX audits and conversion-focused patterns to improve campaign outcomes.

"Unified UX and SEO workflows so performance changes could be traced to specific design decisions."

Impact

- Increased reporting transparency and optimization cadence.

- Boosted usability and conversion rates on client campaigns.

Case Study 04 — AmeriCommerce (Senior Processing Coordinator / Brand & Product Designer, 2013–2016)

Context & Challenge

AmeriCommerce (Beaumont, TX) needed a bridge between product onboarding, storefront UX, and brand consistency for small-to-mid-size businesses on its SaaS platform.

Approach

- Oversaw client onboarding and data integrity; collaborated with engineering and marketing to improve store buildouts.

- Designed and customized e-commerce storefronts across AmeriCommerce, Shopify, Wix, and Squarespace.

- Created brand systems, logos, and product packaging.

- Managed marketing programs through Google Ads, Amazon, YouTube, Instagram, and Shop App; implemented SEO/SEM foundations and analytics.

"Created end-to-end design-to-launch workflows that improved client retention and platform adoption."

Impact

- Delivered cohesive brand and product experiences for SMB clients.

- Strengthened e-commerce performance through structured onboarding and analytics.

Professional Development & Certifications

- **Adobe Insider** — attended beta release sessions for XD, Photoshop, and Illustrator.

- **Conferences** — Adobe MAX, Figma Config, Canva Create.

- **Contributor** — Simpleview CMS Summit (Arizona).

- **Women in STEM** — FIRST Robotics Competition attendee.

- **Certifications** — Google Analytics Certified; Accessibility (Level Access WCAG 2.1 AA); SEO/SEM/PPC; Google Ads & Search Console.

- **Tools** — Figma, Adobe XD, Photoshop, Illustrator, InDesign, Veloci CMS, Drupal, WordPress, Shopify, Wix, Squarespace, HTML5/CSS3, Hotjar, SEMRush.

Community Impact & Advocacy

- Supported Red Cross emergency communications remotely during Hurricane Harvey with shelter updates and donation resources.

- Advocate for LGBTQIA inclusion and accessible design (*My Gay Houston*, Rice Pride and Accessibility Committees).

- Active participant in women-in-tech and accessibility communities; mentor and speaker for ethical user-first design.

Vision & Next Chapter

I build accessible, research-driven systems that connect people to knowledge and creativity. My next chapter is leading UX and accessibility strategy for research, civic, or culturally significant organizations where integrity and impact matter. I believe the best digital work pairs empathy and evidence — simplifying complexity so communities can gather the data to decide on plans for the future, see results, and thrive.