

MJV

MARA VARADY

UX DESIGNER
INTERACTION DESIGNER
DIGITAL PRODUCT DESIGNER



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Greater Detroit Area

EDUCATION

University of Michigan Bachelor of Science in Information UX DESIGN

Ann Arbor, MI

2014 - 2018

SKILLS

Tools

- Figma
- Adobe Creative Suite
- Canva
- HTML5 and CSS3
- Jira
- SharePoint Online
- Miro
- Mural
- Axure
- Sketch

UX Methodologies

- Low- to High-Fidelity Prototyping
- Wireframing
- Storyboarding
- User Testing
- User Journey Mapping
- End-to-end Design
- User Interface Design
- Design Thinking
- Competitive Analysis
- Cross-Functional Collaboration
- Card Sorting
- Responsive Web Design
- Persona Creation
- Branding and Visual Identity
- User Interviews
- Agile Software Development

UX Designer with 6+ years shipping responsive web and embedded products that make complex tasks feel simple for large, diverse user bases. Translates user needs into seamless, accessible experiences through prototyping in Figma, participatory design, journey mapping, and usability testing, partnering closely with cross-functional teams from concept to launch.

EXPERIENCE

UX DESIGNER AND WEB CONTENT ANALYST

General Motors; Contractor | Warren, MI/remote

May 2024 - Present

- Led design and content strategy for ~150 partner-facing sites during enterprise migration from legacy SharePoint to SharePoint Online (SPO), setting accessible information architecture standards.
- Supported cross-functional business teams in designing Figma prototypes for key initiatives, including a self-service multi-factor authentication (MFA) flow and proposed enhancements to the inventory search platform that serves as the primary sales tool for GM's retail partner network.
- Created interactive Figma flows, web banners, and digital graphics, embedding them into live SPO sites to improve daily usability for 500,000+ individual users across GM's global retail partner network.
- Tested and optimized web pages for functionality across various browsers and resolutions, applying responsive design practices to resolve rendering and usability issues before release.

UX PRODUCT DESIGNER

Ford Motor Company | Dearborn, MI/remote

Sept 2019 - June 2023

- Directed service and maintenance messaging strategy, evolving basic text alerts into a cross-platform companion app concept that guided users from issue to resolution.
- Adapted existing mobile user profile onboarding experience for its in-vehicle counterpart, adapting to an embedded touchscreen context while streamlining setup, adding personalization options, and accounting for platform-specific constraints.
- Prototyped and usability-tested embedded touchscreen features on Android Automotive OS, surfacing user needs and pain points while working within platform guidelines and the company's design system.
- Mapped user journeys and scenarios through whiteboarding, card sorting, and storyboarding, and ran competitive analyses to benchmark innovation and usability, identify best practices and market gaps, and inform feature priorities.
- Collaborated with engineers on design feasibility and implementation, delivering specifications, leading design reviews, and presenting near- to long-term concept roadmaps to align stakeholders.

ASSOCIATE QUALITY ASSURANCE ANALYST

MRM//McCann | Birmingham, MI

June 2018 - Aug 2019

- Validated content and visual design across 100+ redesigned web pages for global clients, verifying builds matched approved designs, style guides, and brand standards.
- Partnered with project managers, developers, and the UX team to resolve defects and implement approved designs across quarterly redesign releases.
- Produced wireframes and requirements documentation under UX team mentorship, presenting updates in weekly reviews and iterating based on feedback.

WEB DESIGNER & DEVELOPER -

Freelance Web Design | remote

May 2016 - May 2018

- Designed and developed three client websites end-to-end, owning discovery, information architecture, visual design, and responsive front-end build: bluespacebehavioral.com, susanvarady.com.
- Ran competitive analyses and card sorts to shape navigation, layout, and content decisions for each site.
- Hand-coded mobile-first responsive front ends in HTML and CSS, tuning scroll pacing for efficiency without jarring users, and verifying rendering across screen sizes and browsers before launch.
- Managed client relationships directly, translating feedback into design revisions and presenting the rationale behind each decision.