

Mallory Browne

Graphic & Product Designer

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Experience

Graphic & Web Designer | STiCKi

February 2024 — Present (Vista, CA)

- Project lead responsible for 8 branded B2B e-Commerce website launches, overseeing design, development, delivery, and maintenance to ensure all milestones were met on schedule.
- Directed and designed packaging assets for a 1,200+ recipient corporate gifting campaign, communicating with print vendors to keep production on schedule.
- Partnered with developers, account managers, and clients to define project scope, timelines, and deliverables, maintaining alignment across design and production teams.
- Consolidated 6 brand sites into one unified platform, improving UX, visual consistency, and mobile performance, resulting in a 5.8% conversion rate and increased average order value.
- Developed scalable design systems, templates, and process documentation to streamline production, limit revisions, and reduce average website build time.
- Led the company's internal rebrand, overseeing creative direction, content migration, and coordination with WordPress developers to meet launch goals.

Graphic Designer & Illustrator | Buen Dia Design

August 2021 — January 2024 (San Luis Obispo, CA)

- Designed top-selling botanical and national park print collections. Sold online at World Market in 2024.
- Created case studies and social media content to support new client acquisition and elevate brand presence. Directed stationary product photography for partner company Ink Paper Crafts.

Graphic & Web Designer | Cal Poly Mechanical Engineering Department

August 2021 — November 2022 (San Luis Obispo, CA)

- Managed the redesign and content migration of the department website in WordPress, improving accessibility, navigation, and overall site performance.
- Led UX research and usability testing for a STEM inclusion project, synthesizing feedback into actionable design improvements and implementation plans.

Freelance Designer | Various Clients

September 2019 — February 2024 (Remote)

- Designed and delivered brand identities and marketing assets tailored to each client's goals and audience. Clients included Cal Poly Concrete Canoe, Isabella's Clay Shop, and R.A.C.E. Matters SLO.

Education

Bachelor of Science, Graphic Communication

California Polytechnic State University, San Luis Obispo — Graduated Magna Cum Laude

- Awarded 2nd Place Prototype at UX Fest SLO in 2023.

Tools/Skills

Project Management: Timeline & deliverable management, cross-functional collaboration, workflow optimization, stakeholder communication, process documentation

Creative & Design: Brand identity development, creative asset production, website design, packaging design, design systems, marketing collateral, photography

Tools & Software: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Figma, WordPress, Shopify, BigCommerce, Wix, Squarespace, Excel, HTML & CSS, Zoho, HubSpot, Basecamp, Monday.com, Google Suite