

Molly Vierhile

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Hopper / Senior Product Designer

2021-2023

- Designed 0 → 1 subscription product that had a **24.6% attach rate** and increased hotel conversion +22% for all users. Product revealed a **\$99.57MM business opportunity**
- Revamped app onboarding, leading to a **+121% increase** in account creation and **+43% increase** in notification enablement
- Overhauled the Hopper Wallet to reduce cognitive load, leading to **+103% improvement** in screen views and -1.5% reduction in CS contact rates; conducted usability testing to inform roadmap
- Scoped and delivered feasible designs to engineers, tested implementations, strategically planned priorities alongside PM
- Collaborated across teams to streamline wallet verbiage and visual language, improving transparency

Weight Watchers / Product Designer

2019-2021 • Promotions: Designer II → Designer III

- Led overhaul of food tracking experience that **increased tracking instances by +8%**, WW's primary KPI
- Shipped ecosystem of gamified experiences to drive behavior change; **1.5MM users opted into a challenge** within 7 weeks post-launch
- Moderated usability testing, contextual inquiry, and interviews with 30+ members; synthesized and shared results for stakeholder alignment
- Collaborated with behavioral science team to create suite of tools to help product teams embed psychological principles into features
- Pitched projects to company leadership to gain buy-in
- Organized working group to build design team culture remotely

American Eagle Outfitters / Product Designer

2019

- Delivered omni-channel retail innovations on a cross-functional agile team
- Led extensive research phase, **collecting data from 250+ participants**
- Coordinated design workshops and user testing to ideate solutions
- Established design system and final interface for web solution

Stanford University Dept of Psychiatry and Behavioral Sciences / Research Coordinator

2015-2018

- Partnered with cross-disciplinary team to create 8-week mental health intervention within iOS app Recovery Record
- Collected data from **400+ participants** through **300 hours of interviews**
- Led 70-person randomized controlled trial to test AI-based therapeutic chatbot Woebot's clinical effectiveness

Carnegie Mellon University

Master of Human-Computer Interaction '19

GPA: 3.96

State University of New York College at Geneseo

BA Psychology, BA French '14

Phi Beta Kappa
Semester abroad in France

SKILLS & TOOLS

Design

Wireframing, prototyping, visual/UI design, interaction design, information architecture, storyboarding, personas, user flows, Figma, Sketch, Adobe, Webflow

Research

Interviews, contextual inquiry, empathy and journey mapping, UserTesting.com, A/B testing, Think Alouds, affinity diagrams, speed dating, data analysis

Product Strategy & Code

Competitive analysis, feature prioritization, roadmapping, JIRA, Javascript, HTML & CSS

GIVING BACK

MHCI Alumni Board Member & Mentor

Created initiatives for HCI Master's students at CMU. Launched mentorship program matching & connecting 50+ students with alumni. Mentored 3 designers breaking into the industry.