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# MARY MAHLING CARNS

Roanoke, VA  
(202) 230-9321  
mary.mahling@proton.me  
marymahling.com

## SUMMARY

Accomplished strategist with a strong background in User Experience Design and extensive experience in Product Management. Excels in facilitating stakeholder conversations and leading cross-functional teams to develop innovative solutions for new and existing products. Passionate about understanding user needs and driving product vision. Seeking a remote-friendly position to leverage expertise in product strategy and management.

## EXPERTISE

Agile and Hybrid Methodologies | Strategic Product Development | Competitive Strategy | Roadmap Planning | KPI Development | Data-Driven Decision Making | Design Thinking | Workshop Facilitation | Team Leadership

## CERTIFICATIONS

- Project Management Professional, in progress
- Design Sprint Masterclass, AJ&Smart, December 2022
- Certified ORCA/OOUX Strategist, June 2021
- Certificate in Managing Innovation and Design Thinking, HEC Paris, May 2020

## EXPERIENCE

### **MODUS CREATE, Reston, VA** — *Senior Product Strategist (Remote)*

OCTOBER 2021 - MARCH 2024

- Spearheaded strategic workshops utilizing OKR and ORCA methodologies to align cross-functional teams on product goals.
- Collaborated with design and development teams using Miro and Figma to manage product documentation and workflows.
- Led the restructuring of technical architecture for various products, focusing on user-friendly solutions and brand enhancement.

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- Conducted competitive analysis and persona development to drive product design improvements and prototype development for clients in AI and consumer products industries.

**INFORMED XP (contractor for FREDDIE MAC), Reston, VA** — Senior UX Designer and Researcher (Remote)

JULY 2019 - AUGUST 2021

- Led the development of a new software product suite for multifamily banking lenders and investors, collaborating with stakeholders to define product roadmap and prioritize features.
- Implemented a mobile-forward design approach for a design system covering 15+ products. Over 90% adoption rate in first six months.
- Facilitated Design Thinking workshops and integrated UX practices within Agile/SAFe framework.

**FANNIE MAE, Reston, VA** — Senior Product Designer

SEPTEMBER 2018 - JANUARY 2019

- Collaborated with cross-functional teams to wireframe and prototype solutions for complex financial products, focusing on modernizing consumer home mortgage workflows.
- Conducted user journey mapping sessions to identify pain points and drive improvements in the Application to Delivery product suite with a goal of shortening the loan approval process from an average of 70 days to 10 days.

**REVATURE LLC, Reston, VA** — Lead UX Designer

OCTOBER 2017 - SEPTEMBER 2018

- Prioritized enhancements to online learning applications aligned with company roadmap and stakeholder priorities.
- Led user onboarding experience redesign to reduce user abandonment rates.

**LOGI ANALYTICS, McLean, VA** — Senior UX Designer

OCTOBER 2013 - JULY 2017

- Led user testing initiatives and translated insights into design changes, resulting in adoption rate for new product among current customers from 5% to 30% in six months.
- Co-created an application for enterprise-level Business Analysts to streamline data management and analytics.

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**GEORGE MASON UNIVERSITY, Fairfax, VA** — Adjunct Instructor,  
School of Visual Arts

AUGUST 2013 - DECEMBER 2014

Designed and delivered multimedia lessons on Adobe design software to undergraduate students, incorporating real-world design challenges and emphasizing constructive feedback loops.

## **EDUCATION**

**HARVARD UNIVERSITY EXTENSION, Cambridge, MA** — ALB

Bachelor's degree in Humanities, Cum Laude, earned June 1999

## **LANGUAGES**

Conversational French and Italian