

# MARY CROCAMO

Using empathetic, research-based product design, management, and leadership to create positive change in homes, schools, and communities.

## EXPERIENCE

### Director of Design

#### PUBLIC BROADCASTING SERVICE (PBS), APRIL 2020 - PRESENT

- Manage and mentor a team of designers working on UX, UI, XR, marketing, and brand projects across the PBS ecosystem and within an agile environment.
- Lead design strategy across flagship digital products, including pbs.org and PBS Passport.
- Serve as lead designer for PBS mobile and TV apps, designing features like Live TV and continue watching across Roku, tvOS, iOS, Android, Fire TV, Samsung, and more.
- Manage processes and collaborate with internal and external stakeholders to find forward-thinking solutions for user problems and business goals. Lead art direction for evolution of the PBS brand, including a new illustration set that better follows DEIA principles.
- Facilitate nationwide creative sessions and design thinking workshops for affiliated stations on implementing the PBS brand, user-centered design, and UX best practices.

### Senior Product Manager

#### PUBLIC BROADCASTING SERVICE (PBS), SEP 2018 - APRIL 2020

- Led PBS into "EdTech Top 40," as well as an SEO optimization initiative that increased site traffic by 40% to over 1 million monthly users. Led vision, strategy, and OKR-based product roadmap for PBS LearningMedia and integration across other education products. Led the design and development of the Ken Burns in the Classroom site from ideation to execution.
- Oversaw daily operations of 8 engineers, defining product solutions within Agile SCRUM. Aligned goals and championed users via interviews with users and stakeholders, focus groups, surveys, analytics, A/B testing, experiments, and lean UX testing.
- Incorporated design best practices into grant proposals and RFPs. Managed vendor contracts, relationships, and deliverables for planning grant defining a 3-5 year strategy.

### Senior Interactive Designer

#### PUBLIC BROADCASTING SERVICE (PBS), OCT 2016 - SEP 2018

Led design and UX for products like PBS LearningMedia, PBS KIDS for Parents, PBS TeacherLine, and Mister Rogers' Neighborhood 50<sup>th</sup> Anniversary Website.

### Owner & Creative Director

#### COCOMO CREATIVE, JUNE 2009 - PRESENT

Design identity, print, and web marketing materials, including logos for the Active Minds' National Mental Health on Campus Conference and PostSecret.

### Senior Graphic Designer & UX Lead

#### OPENBOX9, FEB 2015 - OCT 2016

Led design for 40+ clients, going beyond client expectations to design storytelling branding, code websites within budget, and transition clients from print to interactive campaigns.

### Web Designer

#### MARRINER MARKETING, MARCH 2014 - FEB 2015

Collaborated with cross-functional teams to strategize, design, and build digital experiences.

### Marketing Coordinator

#### CELLAR DOOR SELECTIONS, MAY 2011 - JULY 2013

Designed and produced marketing campaigns for partners and coded company website.

## SKILLS

Design Leadership

Product Vision & Strategy

Product Management

IA, UX, and UI Design

Design Thinking & HCD

User Research

Brand & Identity

## TOOLS

Figma, Adobe Suite, JIRA, Confluence, inVision, Zeplin, Pivotal Tracker, TeamGantt, Basecamp, HTML5/CSS/JS

## EDUCATION

**Jack Welch Management Institute, 2020**

**Executive MBA, Business Administration and Management**

Cumulative G.P.A.: 4.0

**McDaniel College, 2011**

**BA, Psychology**

**BA, Art**

Design Specialization  
Art History Minor  
Honors

Magna Cum Laude,  
Phi Beta Kappa,  
Pi Gamma Mu, Psi Chi,  
and more