



Marty Hall  
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## SUMMARY

An innovative, creative, and detail oriented user experience design leader with over 20 years of experience in chat, bot, web browser, and operating system ux design.

## EXPERIENCE

### **Expedia Group, 03.17 – present**

Lead UX Designer (1 year) / Senior UX Designer (2 yrs)

At Expedia Group I work as the Lead UX Designer on the customer service chat and Bot UX. This includes customer facing UX for chat on the sites Hotels.com and Expedia.com. I additionally design agent and supervisors UX to support chat in our call centers. A highlight has been visits to the centers to run usability studies and sit side by side with agents.

### **Microsoft Corporation, 07.04 – 03.17**

UX Designer II 08.06 - 03.17

As a member of the Windows Controls and Patterns team I worked on identifying and defining design patterns for the Microsoft Fluent Design System.

Previously I collaborated with Project Management, Development, and Test to outline and define the major investments for Internet Explorer 9, 10, 11, Microsoft Edge and Cortana AI advancements for these web browsers. This included the visuals and interaction design for the overall navigation UX, touch interactions, mobile design, and notifications.

Design Researcher 07.04 - 08.06

Worked with architects, ethnographers, and user research to define identity scenarios and created guidelines for representation of the user throughout the Windows Live online suite of services.

### **Marty Hall International, 12.01 - 07.04**

Identity projects, web site design, flash prototyping, and mobile interface design.

Consulting Clients: Ascentium, Foundation, Methodologie, Kendall Ross, Pop Multimedia, ZAAZ Project  
Clients: AT&T Wireless, Crescent Real Estate, Haggar, Icebox, Microsoft, T-Mobile

## ORGANIZATIONS

### **AIGA, Seattle Chapter, 06.01 - 06.06**

President - 06.04 - 06.06      Website Chair - 06.01 - 06.04

## EDUCATION

### **University of the Pacific, Stockton California**

BFA Degree in Graphic Design