

## CURRENT PROFESSIONAL OBJECTIVE

Leverage an obsession for excellence and a passion for digital experiences to enable SaaS products to reach their full potential.

## SUMMARY OF PROFESSIONAL EXPERIENCE

### UX Career

- Identify user impediments or missed business opportunities and provide actionable remedies by performing audits and/or deep functionality testing.
- Perform discovery activities to inform user needs and necessary functionality, resulting in clear personas and use cases.
- Craft or improve information architecture, taxonomy, and process flows to inform design.
- Craft intuitive interface designs via highly annotated wireframes, prototypes, or related artifacts.

**Permanent Positions** [Pica9, Inc.](#) UX Architect 09/17 to 12/19

**Freelance & Self Employ Positions** 2002 to present [Details on page two](#)

**Berlin Cameron, Inc.** UX Architect

**Saatchi & Saatchi Wellness** UX Architect

**Pappas McDonnell** UX Designer

**What Users Do** UX Analyst

**Cult Health** UX Architect

**Visual Mercenary Group** UX Architect

**Weka Solutions** UX Designer

**Toptal** UX Designer

**Valtech** Content Strategist

**VML** Content Strategist

**House Tab** Interaction Designer

**Creative Feed** IA / UX Architect

**Havas Life** IA / UX Designer

**Doremus** Content Auditor

**Shoregroup** IA / UX Architect

**Brand Wizard** Sr. Interaction Designer

**Patch.com** Interaction Designer

**Direct Marketing Assoc** IA / UX Architect

**CDMi Connect** Information Architect

**MRM Worldwide** Sr. Information Architect

**Digitas** Lead Interaction Designer

**Procurestaff** IA / Usability Consultant

**Usability Medic, Inc.** President

### Industries & Environments

marketing automation	SaaS	B2B / B2C
packaged goods	start ups	OTC stocks
social community	military	non-profit
amusement parks	aviation	recruitment
social commerce	law	call centers
telecom & cable	insurance	tobacco
vision products	online news	pharma

### Toolbox

<b>Advanced</b>	<b>Competant</b>	<b>Learning</b>
Axure	Figma	Adobe XD
Sketch	UX Pin	Principle
Omnigraffle	CMSs	
Invision	Jira	
Excel	Slack	

### Additional Experience & Exposure

- Member, IxDA
- Member, UXPA
- Attendee, An Event Apart
- Attendee, Interaction (IxDA conferences)
- Attendee, [Perceptual Edge Workshops](#) (BI)
- Attendee, NNG-Usability Week, UIE Roadshow, Webinars

## Prior Career - Westwood One / MediaAmerica, Inc / ABC Radio Networks / ABC Television Network

*Various Positions in Advertising Sales*

- Maximized advertising sales revenues by gauging demand, managing the inventory, setting & negotiating pricing. Ultimate role was **Vice President**, managing 16 employees in two departments and annual gross revenues in excess of \$300 million.
- Analyzed business segments, determined strategic courses of action, and communicated divisional game plans to CEO and sales force.
- Defined process / task flow & functional specifications, crafted information architecture and data structures, performed usability and functionality testing for custom software in each company. Provided same for the independent company that developed similar software which has now become the industry standard. (All were complex projects and proceeded in formal, collaborative environments.)

## PLUSSES & ACCOMPLISHMENTS

- Insane attention to detail, strong juggling skills, and highly adaptable to any project environment or process
- An innate ability to get inside the heads of users
- Have always exceeded the expectations of those who have hired me and my reputation was outstanding, with upper management, colleagues in all departments, and clients. Most positions held were the result of recommendations and / or based on my reputation.
- The IT teams with which I worked have often expressed how vital my contributions were to their successful efforts and project success.

## EDUCATION

**Fordham University Graduate School of Business**, Concentration: Marketing

**MBA**

**Fordham University College of Business Administration**, Concentrations: Marketing, Finance, Communications / Dean's List, Junior year

**BS**

**Bronx High School of Science**

**Regent's Diploma**

## PORTFOLIO WEBSITE & LINKEDIN PROFILE

[www.maureenmurphy.me](http://www.maureenmurphy.me) | <https://www.linkedin.com/in/murphymaureen>

## UX Work - Details

### Pica 9 / Campaign Drive (SaaS)

UX Architect 09/17 to 12/19

Brands serviced: Chick-fil-A, Marriott, DeVere, Marvin Windows, Polaris

- UX Audit
- Information Architecture
- Discovery / Research
- UX Design
- Guidance / Strategy
- Collaborate with dev
- QA of UX

[Details](#)

### Berlin Cameron, Inc.

UX Architect 11/20 - present

Brand(s): Natural American Spirit, Wild Turkey

- Audit
- Discovery
- Information Architecture
- Content Inventory
- UX Design & Guidance
- Prototypes
- Component Library

### Saatchi & Saatchi Wellness

IA / UX Designer 12/19-05/20, 0210-01/13

Brand(s): Various pharma brands

- Information Architecture
- UX Design for websites and tablet presentations for Sales Reps
- Functional specifications

### Pappas McDonnell

UX Designer 02/17 - 05/17

Brand(s): Panasonic

- UX Audit
- Information Architecture
- Content Guidance & Strategy

### What Users Do

UX Analyst 11/13 - 09/17

Brand(s): Various global brands

- Evaluate user research videos
- Extract key UX takeaways
- Report on findings

### Cult Health & Visual Mercenary Group

UX Architect 10/11 - 09/17

Brand(s): Pharma brands, entertainment company, theater community company, Rizing

- Competitive Audit
- Information Architecture
- Information Architecture education
- UX Design

### Weka Solutions

UX Designer 10/16 - 12/16

Brand(s): Pharma research company

- Information Architecture
- UX Design
- Prototype

### Toptal

UX Designer 07/16 - 09/16

Brand(s): The Arc

- Discovery / Research
- Service flow (pilot and future state)
- Guidance

### Valtech

Content Strategist 07/15 - 01/16

Brand(s): Wegmans

- UX Audit
- Content Inventory
- Content guidance & recommendations
- Oversaw work of the UX Designer

### VML

Content Strategist 04/13 - 09/14

Brand(s): EY, Legoland, White & Case, Kodak,, Charter Communications,

- Content Audit / Guidance
- Information Architecture
- UX Design
- Process Flow

### House Tab

Interaction Designer / IA 08/13 - 09/13

Brand(s): House Tab,

- Information Architecture
- UX Design

### Creative Feed

IA / UX Architect 08/12 - 03/13

Brand(s): Eye Institute, Plantronics, OTC

- Information Architecture
- UX Design

### Havas Life

IA / UX Designer 09/11 - 02/13

Brand(s): Various pharma brands

- Information Architecture
- UX Design

### Doremus

Content Auditor 01/13 - 02/13

Brand(s): Visa, Insurance company

- Content Strategy / Guidance

### Shoregroup (SaaS)

IA / UX Architect 06/12 - 01/13

Brand(s): Sextant, Case Sentry

- Discovery / Research
- Information Architecture
- UX Design

### Brand Wizard (SaaS)

Sr. Interaction Designer 02/12 - 06/12

Brand(s): Visa, Covidien, McKesson

- Information Architecture
- UX Design for DAM portals

### Patch

Interaction Designer 11/11 - 02/12

Brand(s): Patch.com

- Information Architecture
- UX Design

### Direct Marketing Association

IA / UX Architect 06/11 - 12/11

Brand(s): Direct Marketing Association

- Information Architecture - extensive consolidation of 17 sites
- UX Design

### CDMI Connect

Information Architect 04/11 - 06/11

Brand(s): Various pharma brands

- Information Architecture
- UX Design

### MRM Worldwide

Sr. Information Architect 10/07 - 10/09

Brand(s): Intel, Bertolli Foods, US Army

- UX Audit
- Discovery / Research
- Information Architecture
- Data Analysis
- Process Flow
- UX Design
- Guidance / Education

### Digitas

Lead Interaction Designer 09/07 - 10/07

Brand(s): Delta Airlines

- UX Audit
- Discovery / Research
- Process Flow (complex, for kiosk)

### Procurestaff (SaaS)

IA / Usability Consultant 01/07 - 07/07

Brands serviced: Consol

- UX Audit
- Discovery / Research
- Information Architecture
- Data Analysis
- UX Design
- Guidance / Education / Strategy
- Collaborate with Dev

[Details](#)

## Pica9 - Local Marketing Platform

### Project Brief

Initially an audit, then hired as UX Architect for this distributed marketing platform that enables parent companies to maintain brand integrity while empowering franchisees, dealers, and agents to win the local marketing battle.

### Direct Contributions

- UX Audit of the end user's experience
- Deep product exploration, auditing, and testing of every feature asked to re-design
- Discovery / Research - since there was no research and no access to end users, I requested a cadence for meetings with the Customer Success team, to elicit insights from their knowledge of customer pain points and business needs.
- UX Design for a multitude of features
- Information Architecture overhaul of primary nav
- Information Architecture overhaul of component elements (organization of information, copy of instructional messaging and error messaging), including a new, complex nesting structure for users' primary content.
- Collaboration with dev team as needed
- Weigh-in on product strategy and roadmap

### Success / Feedback

- Audit presentation was extremely well-received by multiple stakeholders.
- Was eventually called back to be the UX lead for design.
- The UI and process flows of all features I worked on were significantly improved, sometimes even lauded by customers.
- Successfully simplified a feature that experienced a major paradigm shift in functionality.

### Challenges I Overcame

- The underlying challenge on all features was to consider the two, very different types of users. If the feature being improved was used by one of the user types, the other user type's needs and how they were impacted by the feature always needed to be top of mind.
- There was a momentum to just "get something out" but I ensured the design was always fully baked so that a) we did not release poorly crafted features b) the next iteration had already been fully explored and designed, minimizing the need for dev re-work.
- The interface for the primary work area could not be completely re-built due to a bad code infrastructure. As such, designs needed to work within the confines of the existing UI and infrastructure.
- One feature set existed in two different areas of the platform, providing two different types of output. Despite the user's task being the same for both, the UIs were completely different. I found a way to harmonize the two so that the UI was the same for both, ensuring users did not need to learn two different UIs or process flows.

### Praise

- Often praised by Customer Success team
- Often praised by customers during presentation of wireframes.

[Glowing Letter of Recommendation](#)

## Procurestaff - Recruiting Platform

### Project Brief

The 2-phased, 6-month consultancy encompassed a variety of deliverables for a large, complex web application in the recruiting industry that serviced hiring managers, recruiters, and contractors alike, in a single digital marketplace.

### Direct Contributions

- UX Research (user interviews) – Since there was no existing research and no access to end users, I opted to use the client's service team (who worked closely with customer users) as user surrogates and conducted in-depth interviews with them.
- Deep product exploration & testing
- Personas (crafting & guidance)
- UX audit and high-level recommendations
- Overhaul of the Information Architecture
- UX design (wireframes) for all major features of the application as well as new features
- Process improvement, including the detection of two manual process points that could be eliminated via automation.
- Educate every department about UX

### Success / Feedback

- The presentation of my findings, and my high-level design recommendations so impressed my boss that he requested a two hour block for me to present them to the President and his Leadership Committee in their next monthly meeting.
- While I described one of my primary solutions, the Vice President of New Business told the room that he was recently in a meeting with Microsoft (as a potential new client). The folks in that meeting had asked for precisely the feature I was recommending.
- I was asked to give my presentation to all departments (including the dev team) to educate them as to the software's usability issues.
- I thought the dev team might be a tough audience for this subject matter. Not only were they interested and eager to ask questions, in the days that followed they began coming to me regarding things that were already in their pipeline of work, to ask for my POV on the UX of what they were building.
- My contract was extended to flesh out the details of my high-level design recommendations.

### Challenges I Overcame

- Large volume of content (records)
- No exiting user research or insights
- No direct access to users
- System was built for one user type when four primary user types were ultimately identified during my discovery.

### Praise

- "You've added tremendous value to our team and I really appreciate your efforts. I look forward to seeing your concepts become reality."
- "Maureen's ability to facilitate meetings is exceptional."
- "Maureen is one of the best Usability people that I have worked with in a long time...I highly recommend her for any UI redesign effort"

To whom it may concern:

Maureen is a highly skilled User Experience Architect and a delight to have on your team.

I have had the pleasure of working with Maureen for the past three years. During this time she led the transformation of our enterprise SaaS platform, optimizing the user experience for different personas including field users, marketing teams, creative teams, and executives. She designed workflows that created efficiencies for our end-users and simplified experiences end to end.

With years of experience and an open mind to changing technologies, she brought standards and best practices to our UX design and information architecture. She has a comprehensive process including customer discovery, UX audits, and wireframes in order to thoughtfully address different challenges. That said, she is able to be agile and work within an iterative framework, which was critical to our changing needs and fast paced release cycles.

Above all else, she is a true team player with a wonderful attitude. She is someone you can count on to get the job done well, collaborate with, and learn from.

Please do not hesitate to reach out with any questions.

Best Regards,

Rachel Berman  
VP Product, CampaignDrive by Pica9  
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