

## CURRENT PROFESSIONAL OBJECTIVE

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

## SUMMARY OF EXPERIENCE

### UX Career

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

### Permanent Positions [Details](#)

05/22 to present **Birlasoft, Inc.** UX Architect / Principal Consultant  
09/17 - 12/19 **Pica9, Inc.** UX Architect

### Freelance & Self Employ Positions 2002 - 2023 [Details](#)

<b>Berlin Cameron, Inc.</b> UX Architect	<b>Valtech</b> Content Strategist	<b>Patch.com</b> Interaction Designer
<b>Saatchi &amp; Saatchi Wellness</b> UX Architect	<b>VML</b> Content Strategist	<b>Direct Marketing Assoc.</b> IA / UX Architect
<b>Pappas McDonnell</b> UX Architect	<b>House Tab</b> Interaction Designer	<b>CDMI Connect</b> Information Architect
<b>What Users Do</b> UX Analyst	<b>Creative Feed</b> IA / UX Architect	<b>MRM Worldwide</b> UX Architect
<b>Cult Health</b> UX Architect	<b>Havas Life</b> IA / UX Designer	<b>Digitas</b> Lead Interaction Designer
<b>Visual Mercenary Group</b> UX Architect	<b>Doremus</b> Content Author	<b>Procestaff</b> IA / Usability Consultant
<b>Weka Solutions</b> UX Designer	<b>Shoregroup</b> IA / UX Architect	<b>Usability Medic, Inc.</b> President
<b>Toptal</b> UX Designer	<b>Brand Wizard</b> Sr. Interactive Designer	

### Environments & Industry Spectrum

SaaS | startups | B2B | B2C

marketing automation	non-profit	fintech
packaged goods	recruitment	law
amusement parks	call centers	pharma
social commerce	insurance	military
vision products	aviation	tobacco
cable / telecom	online news	

### Toolbox

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

### Additional Experience & Exposure

- Member: IxDA, UXPA
- Attendee:
  - Interaction (IxDA conferences)
  - An Event Apart
  - Perceptual Edge Workshop (BI)
  - NNG Usability Week
  - UIE Roadshow

### Prior Career

Westwood One / MediaAmerica, Inc. / ABC Radio Networks / ABC Television Network

Various positions in Advertising Sales Planning

- 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 crafter divisional game plans for CEO and sales force.
- Defined 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 became the industry standard. (All were complex projects and proceeded in formal, collaborative environments.)

## PLUSSES & ACCOMPLISHMENTS

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

## 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 Advanced Curriculum

Regent's Diploma

## PORTFOLIO LINKS & LINKEDIN PROFILE

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

### Birlasoft (SaaS)

*Principal UX Architect* 05/22 - present

- Brand: DTCC (Fintech)
- Led UX client engagement to redesign, modernize, and make consistent, 100+ screens and screen variations containing complex, conditional, backend logic across various legacy apps.
  - Discovery and Personas
  - UX Design & Guidance
  - Prototypes & Wireframes
  - Design System & Component Library
  - Direct and mentor Junior UX practitioners

### Toptal

*UX Designer* 02/22 - 05/22, 07/16 - 09/16

- Brands: The Arc, W.L. Gore
- Discovery / Research
  - Personas
  - Service flow (pilot and future state)
  - Guidance

### Berlin Cameron

*UX Architect* 11/20 - 02/22

- Brands: Natural American Spirit, Wild Turkey
- UX Audit
  - Discovery
  - Information Architecture
  - Content Inventory
  - UX Design & Guidance
  - Prototypes
  - Design System / 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

### Pica 9 / Campaign Drive (SaaS)

*UX Architect* 09/17 - 12/19, 06/16 - 08/16

- Brands: Chick-fil-A, Marriott, DeVere, Marvin, Polaris
- UX Audit
  - Discovery / Research
  - Information Architecture
  - UX Design
  - Guidance / Strategy
  - Collaborate with dev

### Pappas McDonnell

*UX Designer* 02/17 - 05/17

- Brand: Panasonic
- UX Audit
  - Information Architecture
  - Content Guidance & Strategy

### Cult Health & Visual Mercenary Group

*UX Architect* 10/11 - 02/17

- Brands: Various pharma brands, entertainment, theater, Rizing
- Competitive Audit
  - Information Architecture
  - Information Architecture education
  - UX Design

### What Users Do

*UX Analyst* 11/13 - 09/17

- Brands: Various global brands
- Evaluate user research videos
  - Extract key UX takeaways
  - Report on and prioritize findings

### Weka Solutions

*UX Designer* 10/16 - 12/16

- Brand: Pharma research company
- Information Architecture
  - UX Design
  - Prototype

### Valtech

*Content Strategist* 07/15 - 01/16

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

### VML

*Content Strategist* 04/13 - 09/14

- Brands: EY, Legoland, White & Case, Kodak, Charter Communications
- Content Audit & Guidance
  - Information Architecture
  - UX Design
  - Process Flow

### House Tab

*IA / Interaction Designer* 05/22 - present

- Brand: House Tab
- Information Architecture
  - UX Design

### Creative Feed

*IA / UX Architect* 08/12 - 03/13

- Brands: Eye Institute, Plantronics, OTC Stocks
- Information Architecture
  - UX Design

### Havas Life

*IA / UX Designer* 09/11 - 02/13

- Brands: Various pharma brands
- Information Architecture
  - UX Design

### Shoregroup (SaaS)

*IA / UX Architect* 06/12 - 01/13

- Brands: Sextant, Case Sentry
- Discovery / Research
  - Information Architecture
  - UX Design

### Doremus

*Content Auditor* 01/13 - 02/13

- Brands: Visa, Insurance company
- Content Strategy / Guidance

### Brand Wizard (SaaS)

*Sr. Interaction Designer* 02/12 - 06/12

- Brands: DAM Portals for Visa, Covidien, McKesson
- Information Architecture
  - UX Design

### Patch

*Interaction Designer* 11/11 - 0212

- Brand: 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

- Brands: Various pharma brands
- Information Architecture
  - UX Design

### MRM Worldwide

*Sr. Information Architect* 10/07 - 10/09

- Brands: 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

- Brands: Delta Airlines (self check in kiosk)
- UX Audit
  - Discovery / Research
  - Highly Complex Process Flow

### Procurestaff (SaaS)

*IA / Usability Consultant* 01/07 - 07/07

- Brands: Consol
- UX Audit
  - Discovery / Research
  - Information Architecture
  - Data Analysis
  - UX Design
  - Guidance / Education / Strategy
  - Collaborate with Visual Designer & Dev

## 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 tasked 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 all stakeholders.
- Was eventually called back to be the UX lead.
- 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.

## 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 highlevel 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 VP 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

To Whom it May Concern,

I brought Maureen on as a UX Architect in May 2022, to manage and execute an intensive engagement with a major financial company.

This engagement required both a strategist and a hands-on leader and UX Architect who could easily switch hats and roles. The timeline was aggressive and required excellent communication, time management, and customer interaction skills. Maureen has delivered on all three.

In particular, she quickly built a great rapport with both our immediate customer stakeholders as well as customer SMEs. Her ability to communicate our project and team objectives clearly, her ability to engage with and make these people comfortable was critical to our project success.

Her ability to synthesize the key concepts and convert them into clear and actionable designs drove the project forward, especially when customer requirements were discovered to be less than clear and well prioritized.

Lastly, Maureen's work ethic is outstanding. Her dedication to this project has been inspiring and I am grateful to have such a strong leader in Maureen.

Maureen has exceeded my expectations and I would rehire her in a heartbeat.

Should you have any questions about Maureen, feel free to reach me at (503) 267-7276.

Thank you,  
Michael Pearo  
CX Consulting Practice Director  
Bilrasoft