

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

- Seasoned, collaborative, no ego
- Staunch advocate for the user
- Startups / Mid-sized / Enterprises
- Strategize, solution / problem solve
- Lead, direct, guide, mentor
- Discovery / Research
- Personas, audits, flows, IA, wires, protos
- Design systems / Component libraries
- Service Design

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](#)

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

Environments & Industry Spectrum

SaaS | 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

Advanced	Competant	Learning
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 | www.maureenmurphy.me/praise | www.linkedin.com/in/murphymaureen/

Birlasoft (Consultancy)

Lead UX Architect 05/22 - present

Client(s): DTCC (Depository Trust and Clearing Corp)
Product: Fintech SaaS Platform

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

Toptal (Consultancy)

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

Client(s): The Arc non-profit service provider, W.L. Gore manufacturer
Product(s): Service Platform, SAP Integration

- Discovery / Research
- Personas
- Complex service flow (pilot & future state)
- Guidance

Berlin Cameron (Agency)

UX Architect 11/20 - 02/22

Client(s): Natural American Spirit tobacco, Wild Turkey spirits
Channel(s): Sites

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

Saatchi & Saatchi Wellness (Agency)

IA / UX Designer 12/19-05/20, 02/10-01/13

Client(s): Various pharma brands
Channel(s): Sites, tablet presentations for Sales Reps

- Information Architecture
- UX Design
- Functional specifications

Pica 9 / Campaign Drive (Start Up)

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

Product: Local Marketing Automation SaaS Platform (for Chick-fil-A, Marriott, deVere real estate, Marvin windows, Polaris vehicles and other brands)

- UX Audit
- Discovery / Research
- Information Architecture
- UX Design
- Strategy & Guidance
- Direct and guide Junior UX Designer
- Collaborate with dev

Pappas McDonnell (Agency)

UX Designer 02/17 - 05/17

Client(s): Panasonic
Channel(s): Site

- UX Audit
- Information Architecture
- Content Strategy & Guidance

Cult Health (Agency)

UX Architect 10/11 - 02/17

Client(s): Various pharma brands
Channel(s): Sites, tablet presentations for Sales Reps

- Information Architecture
- UX Design

Visual Mercenary Group (Agency)

UX Architect 10/11 - 02/17

Client(s): Entertainment start up, Theater Community start up, Rizing SAP implementation provider
Channel(s): Sites, platforms

- Competitive Research & Audit
- Information Architecture & IA education
- UX Design

What Users Do (UX Research Platform)

UX Analyst 11/13 - 09/17

Client(s): Various global brands

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

Weka Solutions (Consultancy)

UX Designer 10/16 - 12/16

Client(s): Alexion rare disease pharma research
Channel(s): Intranet platform

- Information Architecture
- UX Design
- Prototype

Valtech (Agency & Technology Partner)

Content Strategist 07/15 - 01/16

Client(s): Wegmans grocery chain
Channel(s): Site

- UX Audit
- Content Inventory
- Content Strategy & Guidance
- Oversaw work of the UX Designer

VML (Agency)

Content Strategist 04/13 - 09/14

Client(s): EY, Legoland, White & Case international law firm, Kodak, Charter Communications
Channel(s): Sites

- Content Audit, Strategy, and Guidance
- Information Architecture
- UX Design
- Process Flow

House Tab (Start Up)

IA / Interaction Designer 08/13 - 09/13

Product(s): Bar / Restaurant Payments, Service & Gifting Platform

Channel(s): Integrated ecosystem of customer phone app and tablet interfaces for service staff and owner.

- Service Design & Strategy
- Information Architecture
- UX Design

Creative Feed (Agency)

IA / UX Architect 08/12 - 03/13

Client(s): Vision institute, Plantronics, OTC Markets
Channel(s): Sites

- Information Architecture
- UX Design

Shoregroup (Enterprise Technology)

IA / UX Architect 06/12 - 01/13

Product(s): Sextant call center platform, Case Sentry telephony diagnostic and alert system

- Discovery / Research
- Information Architecture
- UX Design

Havas Life (Agency)

IA / UX Designer 09/11 - 02/13

Client(s): Various pharma brands
Channel(s): Sites, tablet presentations for sales reps

- Information Architecture
- UX Design

Doremus (Agency)

Content Auditor 01/13 - 02/13

Client(s): Visa, Sun Life Financial
Channel(s): Sites

- Content Strategy & Guidance

Brand Wizard (DAM Platform)

Sr. Interaction Designer 02/12 - 06/12

Product(s): Portals (for Visa, Covidien, McKesson and other brands)

- Information Architecture
- UX Design

Patch (Localized News)

Interaction Designer 11/11 - 02/12

Product: Patch.com sites ecosystem / platform

- Information Architecture
- UX Design

Direct Marketing Association

IA / UX Architect 06/11 - 12/11

Channel(s): 17 sites and backend personalization

- Audits
- Information Architecture
- UX Design

CDMI Connect (Agency)

Information Architect 04/11 - 06/11

Client(s): Various pharma brands
Channel(s): Sites

- Information Architecture
- UX Design

MRM Worldwide (Agency)

Sr. Information Architect 10/07 - 10/09

Client(s): Intel, Bertolli Foods, US Army
Channel(s): Sites, tools, data hierarchy

- UX Audit
- Discovery / Research
- Information Architecture
- 2500 Product Data Analysis & Restructure
- Process Flow
- UX Design
- Guidance / Education
- Mentor junior practitioner

Digitas (Agency)

Lead Interaction Designer 09/07 - 10/07

Client(s): Delta Airlines
Channel(s): Self check-in kiosk

- UX Audit
- Discovery / Research
- Highly Complex Process Flow

Procurestaff (Recruitment Technology)

IA / Usability Consultant 01/07 - 07/07

Product: Consol SaaS recruitment platform

- UX Audit
- Discovery / Research
- Information Architecture
- Data Analysis
- UX Design
- Strategy & Guidance / Education
- Collaborate with Visual Designer and 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