

SUMMARY

Passionate and entrepreneurial UX Architect / Product Designer improving interfaces, process flows, and information architecture for all touch points in user journeys, as well as, providing strategic vision for roadmaps. Eager to jump into AI products.

- Seasoned, collaborative, no ego
- Staunch advocate for the user
- Discovery / User Research / Personas
- Embrace ambiguity, tenacious, resilient
- Strategize, solution / problem solve
- Audits, Flows, Information Architecture
- SaaS | B2B | B2C | Service Design
- Lead, direct, manage, guide, mentor
- Interaction Design: wires / prototypes
- Startups | Mid-sized | Enterprises
- Usability testing / User testing
- Design systems / Component libraries

WORK EXPERIENCE HIGHLIGHTS

UX Design Strategist

Atrium Staffing / IFF 07/23 - present

Design and lead all UX aspects to revamp separate ServiceNow platforms into a unified portal experience

- Impact: User testing proved that my initial design (shelved by client for technical reasons) was exactly what was needed.
- Provided: heuristic audits | prototype | design rationale | taxonomy | data standardization & governance guidance

Lead UX Architect / Principal Consultant

Birlasoft, Inc. / DTCC 05/22 - 07/23

Lead client engagement to redesign, modernize, and make consistent, 100+ screens and screen variations across various legacy apps containing complex, conditional, backend logic.

- Impact: "This project would be a smoldering crater in the ground if not for you."
- Provided: heuristic audits | discovery & personas | deep analyses | prototype | design rationale | direct junior UXers

UX Architect

Pica9, Inc. / Campaign Drive 09/17 - 12/19

Initially a heuristic audit, then hired as UX Architect to redesign this local marketing automation platform

- Impact: Customer raves at seeing wireframes and significantly simplified processes
- Provided: heuristic audits | discovery | process simplification | design rationale | IA overhaul | product strategy, roadmap

UX, IA, Product Designer contract roles

Various companies 12/02 - 5/22

A multitude of successful projects in many industries

- Impact: Highly usable designs, simplified process flows, elated clients
- Provided: see [details page](#)

Vice President, Sales Planning

Westwood One 12/99 - 05/02

- 16 direct reports in 2 departments
- Maximized \$300+ million in ad revenues by managing inventory and pricing, gauging demand, and negotiating orders.
- Devised strategic courses of action, crafted game plan, and built annual budget.
- Impact: Restructured departments to create a path for skills development and advancement, yet still reduced headcount.
- Impact: Salvaged \$400,000 in revenue that was slated to be cancelled due to poor sales strategy of prior management.
- Impact: Reached 99% of budget despite significant operational and strategic problems in place prior to my arrival.
- Impact: Reversed company's poor reputation by establishing stellar inventory management and operational processes.

INDUSTRY SPECTRUM

TOOLBOX

INDUSTRY SPECTRUM			TOOLBOX	
marketing automation	non-profit	fintech	Design Tools	Operational Tools
packaged goods	recruitment	law	Axure	Miro / Mural
amusement parks	call centers	pharma	UX Pin	Whimsical
social commerce	insurance	military	Figma	Jira / Confluence
manufacturing	vision products	tobacco	Sketch	Kanban
cable / telecom	online news	aviation	Invision	Excel / Office Suite
			Adobe XD	

EDUCATION

MBA || Fordham University Graduate School of Business | Concentration: Marketing

BS || Fordham University College of Business Administration | Concentrations: Marketing, Finance, Communications (Dean's List, Junior Year)

Regents Diploma || Bronx High School of Science | Advanced Curriculum

LINKS

www.maureenmurphy.me | www.maureenmurphy.me/praise | www.linkedin.com/in/murphymaureen/

Heuristic Audits	Discovery	Analysis	Information Architecture (IA)	Strategy	Process Simplification	Wireframes a/o Prototype	Design System	Design & Design Rationale	Mentor / Direct Juniors
								UX Designer Toptal (Consultancy) 02/22 - 05/22, 07/16 - 09/16 Client(s): The Arc non-profit, W.L. Gore manufacturer Product(s): Service Platform, SAP Integration	
								UX Architect Berlin Cameron (Agency) 11/20 - 02/22 Client(s): Natural American Spirit tobacco, Wild Turkey spirits Product(s): Websites	
								IA/UX Designer Saatchi Wellness (Agency) 12/19-5/20, 2/10-1/13 Client(s): Various pharma brands Product(s): Websites, tablet presentations for sales reps, mobile app	
								UX Designer Pappas McDonnell (Agency) 02/17 - 05/17 Client(s): Panasonic Product(s): Website	
								UX Architect Cult Health (Agency) 10/11 - 02/17 Client(s): Various pharma brands Product(s): Websites, table presentations for sales reps	
								UX Architect Visual Mercenary Group (Agency) 10/11 - 02/17 Client(s): Stealth entertainment companies, Rizing SAP implementation provider Product(s): Websites, platforms	
								UX Analyst What Users Do (Research Platform) 11/13 - 09/17 Client(s): Various global brands Product(s): Websites, apps	
								UX Designer Weka Solutions (Consultancy) 10/16 - 12/16 Client(s): Alexion rare disease pharma research Product(s): Intranet	
								Content Strategist Valtech (Agency) 07/15 - 01/16 Client(s): Wegmans supermarkets Product(s): Website	
								Content Strategist VML (Agency) 04/13 - 09/14 Client(s): White & Case law firm, EY, Legoland, Charter Communications, Kodak Product(s): Websites	
								IA/Interaction Designer House Tab (start-up) 08/13 - 09/13 Bar / restaurant service, payments, and gifting platform Product: Integrated ecosystem of customer phone app & tablet UIs for staff & owner	
								IA/UX Architect Creative Feed (Agency) 08/12 - 03/13 Client(s): Vision institute, Plantronics, OTC Markets Product(s): Websites	
								IA/UX Architect Shoregroup 06/12 - 01/13 Product(s): Case Sentry diagnostic and alert platform for enterprise telephony	
								IA/UX Designer Havas Life (Agency) 09/11 - 02/13 Client(s): Various pharma brands Product(s): Websites, tablet presentations for sales reps, apps	
								Content Auditor Doremus (Agency) 01/13 - 02/13 Client(s): Visa, Sun Life Financial Product(s): Websites	
								Sr. Interaction Designer Brand Wizard (Agency) 02/12 - 06/12 Client(s): Visa, Covidien, McKesson, other brands Product(s): DAM platform client portals	
								Interaction Designer Patch.com 11/11 - 02/12 Product(s): Local news websites ecosystem / platform	
								IA/UX Architect Direct Marketing Association 06/11 - 12/11 Product(s): 17 websites and backend personalization	
								IA CDMI Connect (Agency) 04/11 - 06/11 Client(s): Various pharma brands Product(s): Websites	
								Sr. IA MRM Worldwide (Agency) 10/07 - 10/09 Client(s): Intel, Bertolli Foods, US Army Product(s): Websites, tools, backend data structure (for ~2500 products)	
								Lead Interaction Designer Digitas (Agency) 09/07 - 10/07 Client(s): Delta Airlines Product(s): Self check-in kiosk	
								IA / Usability Consultant Procurestaff 01/07 - 07/07 Product(s): Consol SaaS recruitment platform	

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 development 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 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 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 development team) to educate them as to the software's usability issues.
- I thought the development 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,

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, Birlasoft

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