

## SUMMARY

Transforming businesses with dramatically improved user experiences via exceptional HCD, simplified processes, intuitive IA, and pristine data governance across all touch points in user journeys. Eager to EFFECTIVELY incorporate AI into user experiences.

- Seasoned, passionate, low ego collaborator
- Staunch advocacy / empathy for 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 (Lead Product Designer)

Atrium Staffing > IFF 07/23 - present

- Led and designed all UX aspects of a revamp of 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 users needed.
  - Provided: heuristic audits | prototype | UX & UI design | taxonomy | data standardization & governance guidance

### Principal UX Architect (Lead Product Designer)

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

- Led 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 (Lead Product Designer)

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

- Initially a heuristic audit, then hired as UX Architect to redesign the platform.
- Impact: Customer raves at seeing wireframes and significantly simplified processes
  - Provided: heuristic audits | discovery | process simplification | UX & UI design | IA overhaul | product strategy, roadmap

### UX, IA, Product Designer & Content Strategist contract roles

Various companies 12/02 - 5/22

- A multitude of successful projects in many industries and a variety of interfaces
- Impact: Highly usable designs, simplified process flows, elated clients
  - Provided: Details available upon request

### 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.

## TOOLBOX

- Axure
- UX Pin
- Figma
- ProtoPie
- Sketch
- InVision
- Adobe XD
- Miro / Mural
- Whimsical
- Jira / Confluence
- Kanban /Agile
- Excel / Office Suite

## EDUCATION

MBA || Fordham University Graduate School of Business  
BS || Fordham University College of Business Administration | Dean's List, Junior Year  
Regents Diploma || Bronx High School of Science

## LINKS

[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/)

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

## EXTENSIVE BREADTH OF INDUSTRIES AND COMPANY SIZES

