

Maureen Murphy

516-610-8669
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Long Beach, NY 11561

> Snapshot

Unsolicited Recommendations

Brands

Appendix - Depth & Breadth of Experience

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.

Differentiators

- See nuances and UX issues that others don't. (Former boss's words, not mine.)
- Have three custom lenses I use when making design decisions.
- Tireless attention to detail yet the ability to stay focussed on the big picture.
- Continuously thanked for the UX education or guidance I provide (from CEOs to ICs).

Plus...all the typical experience needed

- Seasoned, low ego collaborator
- Embrace ambiguity
- Tenacious, resilient
- Staunch advocacy & empathy for user
- Strategize, solution, problem solve
- Lead, direct, manage
- Guide, mentor
- SaaS | B2B | B2C | Service Design
- Startups | Mid-sized | Enterprises
- Usability testing / User testing
- Discovery, research, personas
- Audits, Flows, Information Architecture
- Interaction Design: wires & prototypes
- Design systems / Component libraries

WORK EXPERIENCE SNAPSHOT

UX Design Strategist (Lead Product Designer)

IFF (via Atrium Staffing)

07/23 - present

Led all UX design aspects of a revamp of two separate ServiceNow platforms into a unified portal and scaled it to accommodate all business units. Improved chatbot designs and flows. Improved design & flow of most service forms.

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

Principal UX Architect (Lead Product Designer)

DTCC (via Birlasoft, Inc.)

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 | prototypes | design rationale | direct junior UXers

UX Architect (Lead Product Designer)

Campaign Drive by Pica9, Inc.

09/17 - 12/19

Initially a heuristic audit, then hired as UX Architect to redesign the platform. Educated entire organization about IA & UX.

- Impact: Customer cheers 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: [See Appendix](#)

Vice President, Sales Planning

Westwood One

12/99 - 05/02

- 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.
- 16 direct reports in 2 departments

- 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
Regents Diploma || Bronx High School of Science

LINKS

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

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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

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EXTENSIVE BREADTH OF INDUSTRIES AND COMPANY SIZES



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Heuristic Audits

Discovery

Analysis

Information Architecture (IA)

Strategy

Process Simplification

Wireframes a/o Prototype

Design System

Guidance & 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