Maureen Murphy

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SUMMARY

UX Design Strategist and Information Architect (IA) with a deep record of simplifying complex systems, unifying fragmented digital experiences, and driving clarity across enterprise and start-up products. Known for diagnosing problems others miss, creating scalable IA, simplifying workflows, finding and solving for root-cause problems, and delivering stellar user experiences validated through research. Low ego. High clarity. Consistent impact.

On IA and AI: The core principles of IA - context, taxonomy, interaction scaffolding - are exactly what AI experience design demands. This isn't a pivot. It's the same discipline applied to an emerging medium.

CORE SKILLS

- Heuristic UX Audits
- Discovery & Research
- Personas
- UX Strategy
- HCD, Systems Thinking, Design Thinking
- Information Architecture & Taxonomy
- Maps & Flow Simplification
- Interaction Design (Wireframes & Prototypes)
- High-Craft, Accessible UX
- Design Systems & Data Governance
- Cross-functional Collaboration
- Stakeholder Alignment
- Workshop Facilitation & Storytelling
- Executive & Leadership Influence
- Mentor & Direct Juniors

DOMAINS

Verticals: Fintech • Martech • Pharma • Manufacturing • Non-profit • Tobacco & Alcohol • Entertainment • Travel • Medical Research • Consultancies • Associations • Grocery Chains • Retail • Law • Telephone & ISPs • News • Airlines • Recruiting
Environments: B2B • B2C • SaaS • Two-sided marketplaces • Start-ups & 0-1 • Enterprise • Service Design • CMSs • ERPs/CRMs
Form Factors: Desktop • Mobile • Kiosk • Large screens

TOOLS

Core: Axure • Figma • FlutterFlow • Sketch • ProtoPie • Keynote • InVision • Miro/Mural • Whimsical • Jira/Confluence • Agile/Kanban
AI/Agentic: Claude (deep, daily use) • Lovable, Cursor, Make (exploratory)

DIFFERENTIATORS

- I see nuances and UX issues that others don't. (Former boss's words, not mine.)
- Ambiguity doesn't throw me. And…I'm tenacious and resilient.
- I have the ability to stay focused on the big picture despite a tireless attention to detail.
- I use AI judiciously and effectively, not just for the sake of using it.

WORK EXPERIENCE

Founding Product Designer | The Candidate Experience ..... 10/25 - present

- Partner to Founder in all aspects of product design, balancing mission with clear, frictionless paths to both revenue streams.
- Founder's response to the work: "You've provided significant impact in a very short period of time."
- Provided: audits | prototypes | improved messaging | taxonomy | design system | data governance | UX guidance | AI guidance

UX Design Strategist (Lead Product Designer) | Int'l Flavors & Fragrances (via Atrium) ..... 07/23 - 07/25

- Unified two ServiceNow platforms into a single portal scaled to support all business units, improving user comprehension.
- Redesigned form flows and chatbot interactions, increasing findability and reducing user friction across service requests.
- Built prototypes, design system components, and taxonomy structures that standardized patterns across teams.
- Established data governance and naming conventions that improved consistency and reduced rework.

Principal UX Architect (Lead Product Designer) | DTCC (via Birlasoft, Inc.) ..... 05/22 - 07/23

- Modernized and unified 100+ screens across legacy applications containing complex conditional logic - through heuristic audits, discovery, persona work, and prototyping - creating a consistent and intuitive user experience.
- Directed junior UX staff and improved team understanding of IA and UX decision making. That tutelage resulted in "Thank you so much for everything you've taught me."
- Earned the endorsement: "This project would be a smoldering crater in the ground if not for you."

UX Architect (Lead Product Designer) | CampaignDrive by Pica9, Inc. ..... 09/17 - 12/19

- Rebuilt platform IA and simplified complex workflows for field users, client marketing teams, and executives.
- Conducted heuristic audits and discovery that identified product gaps, process steps to eliminate, and necessary paradigm shifts.
- Delivered UX designs and simplified processes that met with applause from all customers upon review.
- Influenced product roadmap and organizational understanding of UX, IA, and process logic across internal teams.

Multi-Discipline Design Consultant | Usability Medic, Inc. ..... 12/02 - 05/22

UX, Product, Content, and Service Design. See Appendix for details.

Vice President, Ad Sales Planning | Westwood One ..... 12/99 - 05/02

- Maximized $300+ million of ad inventory through pricing strategy, demand planning, and negotiations.
- Reorganized two departments (15 direct reports) to create skills development and advancement paths, while reducing headcount.
- Recovered $400,000 in revenue previously slated for cancellation due to poor legacy strategy.
- Achieved 99% of budget despite legacy operational issues and improved the company's reputation through revamped processes.

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EDUCATION

MBA - Fordham University Graduate School of Business (Marketing)
BS - Fordham University College of Business Administration (Marketing, Finance, Communications)
Regents Diploma - Bronx High School of Science (Advanced curriculum)

UNSOLICITED RECOMMENDATIONS

To Whom it May Concern,

I brought Maureen on as a UX Architect 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

(Appendix below)

APPENDIX

Not meant to be scoured - offered as evidence of depth and breadth across industries, company sizes, and engagement types.

UX Designer | Toptal (Consultancy) | 02/22 - 05/22
Clients: W.L. Gore (manufacturer) | SAP Integration

UX Architect | Berlin Cameron (Agency) | 11/20 - 02/22
Clients: Natural American Spirit (tobacco), Wild Turkey (spirits) | Websites

IA/UX Designer | Saatchi Wellness (Agency) | 12/19 - 05/20 & 02/10 - 01/13
Clients: Various (pharma) | Websites, tablet presentations for sales reps, mobile app

Service Designer | Toptal (Consultancy) | 07/17 - 09/17
Clients: The Arc (non-profit) | Service Platform

UX Designer | Pappas McDonnell (Agency) | 02/17 - 05/17
Clients: Panasonic | Website overhaul

UX Architect | Cult Health (Agency) | 10/11 - 02/17
Clients: Various (pharma) | Websites, tablet presentations for sales reps

UX Architect | Visual Mercenary Group (Agency) | 10/11 - 02/17
Clients: Stealth (entertainment companies), Rizing (SAP implementor) | Platforms, website

UX Analyst | WhatUsersDo (UX research platform) | 11/13 - 09/17
Clients: Various global brands | Websites, apps

UX Designer | Weka Solutions (Consultancy) | 10/16 - 12/16
Clients: Alexion (rare disease pharma research) | Intranet

Content Strategist | Valtech (Agency) | 07/15 - 01/16
Clients: Wegmans (supermarket chain) | Website

Content Strategist | VML (Agency) | 04/13 - 09/14
Clients: White & Case (law firm), EY, Legoland, Charter Communications, Kodak | Websites

IA/Interaction Designer | House Tab (start-up) | 08/13 - 09/13
Ecosystem of phone app and tablet platform for restaurant & bar service, payments, and gifting for 3 very different personas

IA/UX Architect | Creative Feed (Agency) | 07/12 - 10/12
Clients: a vision institute, Plantronics, OTC Markets | Websites

IA/UX Architect | ShoreGroup (telecom tech) | 05/12 - 12/12
Redesign of the CaseSentry diagnostic and alert platform for enterprise telephony

IA/UX Designer | Havas Life (Agency) | 09/11 - 02/13
Clients: Various (pharma) | Websites, tablet presentations for sales reps, apps, formulary

Content Auditor | Doremus (Agency) | 01/13 - 02/13
Clients: Visa, Sun Life Financial | Websites

Sr. Interaction Designer | Brand Wizard (Agency) | 02/12 - 09/12
Clients: Visa, Covidien, McKesson, others | DAM platform client portals

Interaction Designer | Patch.com | 11/11 - 02/12
Local news websites ecosystem/platform

IA/UX Architect | Direct Marketing Association | 06/11 - 05/12
Ecosystem overhaul (17 websites)

Information Architect | CDMI Connect (Agency) | 04/11 - 07/11
Clients: Various (pharma) | Websites

IA/UX Architect | Ketchum Digital (Agency) | 04/10 - 07/10
Clients: CooperVision (vision products) | Website

Information Architect | Tribal DDB (Agency) | 01/10 - 07/10
Clients: Dailies (vision products) | Website restructure to simultaneously support both global and local messaging

Sr. Information Architect | MRM Worldwide (Agency) | 10/07 - 10/09
Clients: Intel, Bertolli Foods, US Army | Websites, tools, data structure overhaul for ~2500 products

Lead Interaction Designer | Digitas (Agency) | 09/07 - 10/07
Clients: Delta Airlines | Self check-in kiosk

IA/Usability Consultant | Procurestaff | 01/07 - 07/07
Two-sided recruitment marketplace SaaS platform