

Julia Murphy

User Experience Design Leader

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Skills

Design Leader and Mentor

Design Strategy

Design Thinking

Vision Workshops

Design Sprints

Design Processes

Team Management

Adaptability

Communication

Collaboration

Interaction Design

Visual Design

Figma Variables

Design Tokens

Design Systems

Advanced Prototyping

Usability Studies

User Data Synthesis

Personas

User Journeys

Card Sorting

Tree testing

Information Architecture

Sitemaps

Wireframes

Wire-flows

Task Flows

Agile Methodology

Miro

Figma

Sketch

Photoshop

Illustrator

After Effects

Keynote

Microsoft 365

HTML, CSS

Design hand-off for digital experiences built in: Angular, React, Native App (iOS/Android), Adobe Experience Manager, SiteCore, Umbraco, and Wordpress

About Me

As an accomplished design leader, I am deeply committed to fostering a vibrant creative environment that empowers teams to excel. With a keen understanding of the importance of mentorship and collaboration, I cultivate a positive creative culture. My leadership style centers on guiding teams through user-centric design processes, leveraging experimentation and iteration to craft elegant and intuitive solutions.

Experience

Hugo and Cat

Design Director, Jun 2021 – Jan 2024

Leading teams in addressing complex challenges for healthcare clients, guiding the user experience throughout the design process.

- Managed two large core projects and provided oversight on numerous smaller projects where I mentored design leads.
- Cultivated team culture by facilitating meetings, critiques, and activities, encouraging collaboration and creativity.
- Served as a line manager and mentor to mid-weight designers, providing guidance and support to foster professional growth.

Key Projects:

The American College of Surgeons

Transformed the society website for surgeons, medical professionals and patients of the world's leading committee setting the standard of surgical and trauma care.

- Led a complete overhaul of site structure, information architecture, user-flows, and branding. This project involved re-platforming the legacy site from SiteCore to Umbraco where I worked closely with the development team to ensure seamless content migration.
- Applied a user-centric iterative approach, incorporating user data from card sorting, tree testing, and usability studies.
- Brought design cohesion to the ACS digital ecosystem by implementing a design system and website guidelines for the new brand.
- Highly collaborative cross-functional approach, working alongside the core client team.
- This project was delivered in an agile model with bi-weekly sprints, client demos and achieved significant metrics:
 - Member Engagement increased by 78%.
 - Membership applications grew by 39.5%.

Intermountain Health

Redefined the consumer website for a major healthcare system in the Intermountain West.

- Involved the merger of four major healthcare systems into one. Closely analyzed four legacy websites, content and audiences across the different regions to then apply a user-centric iterative approach to solve for patient needs.
- This project involved incorporating new branding and a platform upgrade to SiteCore 10.
- Developed a design system used across all digital properties, including design tokens and Figma variables to allow for flexible brand themes and light and dark mode.
- Phased approach to delivery that prioritized key areas important to the audience and to the business with ultimately over 30,000 pages of content to consider long term.

Con Edison's Digital Factory

Lead Product Designer, Aug 2019 – May 2021

Disrupted legacy ways of working by applying a design thinking approach to better solve user needs, generate value and modernize technologies.

- Conducted workshops with key stakeholders, executives, and end-users to align on objectives and gather insights.
- Leveraged user feedback, business requirements, and technical feasibility to craft product designs that addressed user needs while generating value and modernizing technologies.

Education

Fashion Institute of Technology

Bachelor Degree of Fine Arts, 2012
Major in Graphic Design

Purchase College School of Art + Design

Bachelor Degree of Fine Arts, 2005
Major in Visual Arts
Minor in Art History

Rutgers University

Customer Experience Management
Certification, 2017

Awards

Director's Cut

Verizon Recognition Award, Q1 2017

Bronze Clio

Music Digital/Social Marketing,
Awarded to rGenerator, Jan 2014
for Columbia Record's Bootleg Series:
Bob Dylan Companion App

Director's Senior Recognition Award in Drawing and Painting

Purchase College School of
Art+Design, 2005

- Coached product owners and collaborated with the team to define MVP scope, roadmaps, backlog prioritization, user stories, release plans, and rollout strategies.
- Designed a first-ever application tailored to Environmental Operations, introducing innovative in-app photo capturing capabilities to document structural conditions.
- Ensured scalability of the application, envisioning its expansion across the enterprise to benefit Con Edison crews, work organizers, and managers.
- Advocated for and contributed to the development of Con Edison's first internal Design System and Code Component Library, aligning with corporate brand guidelines.
- Acted as head of design for the Digital Factory and line manager for the Digital Factory design team. I also partnered with the head of design for Con Edison's consumer-facing design team to bring governance and collaboration across the organization.

Verizon / Verizon Fios, VCM

Senior Manager, User Experience Design, Jun 2017 – Aug 2019
Product Designer, Jun 2016 – Jun 2017

Managed wireline consumer-facing digital portfolio encompassing online sales, account management, and content consumption.

- Advocated for design excellence throughout the organization, optimizing collaboration among design teams, business units, developers, and engineers to enhance efficiency, drive business impact, and elevate product quality.
- Collaborated with the Fios Head of Design to recruit and cultivate a talented in-house design team, fostering growth and expertise.
- Established an interaction design practice, integrating with user research, visual design, and creative technology disciplines.
- Developed and implemented a scalable design language for Fios, aligning with brand values and user insights across platforms, BAU and Next-Gen experiences.
- Led the redesign of the account management experience across iOS, Android, and web.
 - Achieved significant improvements in user satisfaction, with the My Fios account app earning an average 4.5 app store rating and garnering 1.126 million monthly active users.
 - Streamlined and simplified the billing experience, addressing complexities with a user-centric approach and delivering a reusable solution.

BrainStation

Lead UX Design Instructor, Jun 2019 - Present

As an instructor at BrainStation I lead certificate cohorts through immersive courses in UX and Design Thinking. My role involves equipping learners from diverse backgrounds with the essential skills needed to excel in UX design, empowering them to advance their careers and make meaningful contributions in the digital landscape.

Sony / Sony Music Entertainment, rGenerator

Senior Designer, Dec 2015 – Apr 2016

Designer, Aug 2014 – Dec 2015

Junior Designer, Jan 2012 – Aug 2014

Designed websites and eCommerce solutions for some of the biggest brands in media and entertainment such as SONY Music artists, SONY Pictures, AMC, Universal, and more.

- Focused on a compelling brand-to-fan experience, crafting premium destinations and exclusive merchandise offerings to engage consumers.
- Specialized in motion design, producing impactful pre-roll animations for various campaigns
- Designed and developed Spotify takeovers and playlist campaigns, leveraging creative strategies to maximize brand visibility and audience engagement.
- Played a key role in developing keynote presentations and pitch materials, effectively communicating creative concepts and strategies to prospective clients.

Likable Media

Designer, Sep 2009 – Dec 2011

Crafted marketing and fan engagement experiences across social media platforms, including Facebook and Twitter, for a diverse range of clients. Clients included Neutrogena, Entenmann's, MS Society, HarperCollins Publishers, entertainment artists and other notable brands.