

KASSI MURRAY

P R O D U C T D E S I G N E R

CONTACT



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SAN FRANCISCO, CA 94114

EDUCATION

MFA // COPYWRITER
ACADEMY OF ART, SAN FRANCISCO
2009-2012

BA // NARRATIONS
UNIVERSITY OF REDLANDS, REDLANDS
2004-2008

SKILLS

- Sketch, Adobe Suite
- Lean methodology
- Quantitative & qualitative research
- Prototyping tools: Marvel, InVision
- Branding
- Writer

PROFESSIONAL

PRODUCT DESIGN CONSULTANT

Freelance // San Francisco // 2015 - current

FOREIGN AFFAIRS MAGAZINE

- Conducted their first set of qualitative interviews
- Redesigned the homepage, navigation, paywall and landing pages using lean methodology
- Increased the subscription rate by 27% while decreasing the paywall bounce rate by 50%
- By redesigning the navigation bar, I increased the page views by 15,000 a week

STREAMLOAN

- Redesigned their iPhone App
- Branded and created a component library
- Validation tests showed that 100% of the users felt more secure

GLIFFT

- Designed a curator's dashboard to help improve employee's productivity
- Improved the search function

WETRAVEL

- Redesigned the booking flow to a group travel site
- Conducted weekly usability tests
- Validation tests showed that there was an increase sense of security, travelers felt like they were joining a community and felt informed about the trip

FREELANCE WRITER

Freelance // San Francisco // 2013 - 2015

Created content for mobile games and blogs

- DeNA West's Hellfire - wrote 250+ character lore, gamestory, designed events and characters.
- Movoto - Wrote articles about cities. Had an article with 500,000+ views
- Super Happy Fun Time - wrote instructions and marketing copy for an innovative iPhone game

FASHION STYLIST

Stitch Fix // San Francisco // 2014 - 2016

WRITER & SOCIAL MEDIA INTERN

Inside Network // San Francisco // 2012