Rachel M. Murray

Design and research for social change

info@rachelmmurray.com
www.rachelmmurray.com

EXPERIENCE

Director, Product Design
Civic Hall
August 2017 – July 2018

- Led research and product management for ReferNYC Open Data exchange for health and human services. Managed development team co-facilitated community workshops, identified and successfully secured grant, resulting in prototype successfully built
- Designed and taught user research and prototyping for Civic Xcel, the incubator for entrepreneurs
- Spoke publicly on equity-centered community design in civic tech

Senior UX Designer
InRhythm Consulting
January 2015 – August 2015

- Conducted user research and created wireframes, prototypes, and usability testing for Amplify, InRhythm and Yodle, resulting in successfully shipped products
- Created and delivered proposals and sales calls, resulting in new client work with Black Book

UX Designer and Creative Director
Rachel M. Murray Design
May 2013 – September 2015

- Conducted user research, content strategy and designed wireframes, code and graphics for 21st Century Fox and Visualize, resulting in successfully shipped products (contract for Social Edge Consulting)
- Managed content migration team and owned relationship with senior leadership for Weil Gotshal Manges, resulting in successfully launched redesign (contract for Weil Gotshal Manges)
- Conducted usability testing and created recommendations for AdhereTech, resulting in successful FDA device approval (contract for Hitlab)

Senior UX Designer
PwC
February 2011 – February 2013

- Conducted user research, created content strategy, wireframes and prototypes for enterprise clients, including Google and GM. Created user stories, wireframes, mockups and code for new Emerging Tech Radar application
- Managed multiple workstreams for innovation event and requirements gathering for HP and Delta, resulting in future client engagements
- Created content strategy and community outreach for PwC, resulting in recognizing as 'Collaboration Advocate' by firm

SKILLS

Research and strategy include:
Analytics analysis
Customer journey maps
Ecosystem maps
Ethnographic research
Foresight and speculative design
Focus group design and facilitation
Personas
Product roadmaps, PRDs and sustainability planning
Usability testing
User stories
Workshop design and facilitation

Design includes:
Creative direction
Information visualizations
Mockups
Prototypes
Sitemaps
Wireframes

Full list of software skills available upon request

EDUCATION

Parsons School of Design
Masters of Fine Arts in Transdisciplinary Design, May 2017

Dean's Merit scholarship, Dean's Office award for Graduate Student Travel, 4.0 GPA

University of Toronto
Honors Bachelor of Arts - major in Ethics Society and Law, minors in philosophy and psychoanalytic thought

University of Toronto - Certificate in Information Design

Centennial College - Certificate in Web Development

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UX Designer
Rachel M. Murray Design
June 2008 – February 2011

- Created and managed booth production for Sandbridge Technologies at Mobile World Congress, resulting in company acquisition by Qualcomm (contract work for Disruptive Strategies)
- Led project management of team for Girls for a Change Web redesign for Taproot Foundation, resulting in successful launch
- Created strategy, marketing and Web development for Single Life Camp, resulting to successful product launches in multiple cities

Senior Interaction Designer
Level Studios
July 2007 – June 2008

- Conducted user research, created interaction design deliverables and managed development teams, resulting in successful Web application for clients including Cisco, Marvel, Micron and Tesla Motors
- Led content strategy co-creation sessions and focus groups for Alterian and Qualcomm, resulting in successful product launches

User Experience Designer
Rachel M. Murray Design
February 2005 – June 2007

- Conducted user research, created service design strategy and wireframes for eCommerce CMS implementations for Blue Mountain Center for Meditation, Cingular, Crackle and CNN, resulting in successful product launches (freelance for Method and Punchcut)
- Created strategic marketing plans for Bertrand Russell Society and Minna, resulting in increased membership and sales

Senior Interaction Designer
Qualicom Innovations
July 2004 – February 2005

- Conducted user research, created functional specifications and wireframes and supervised development teams, resulting in successful product launches for multiple Province of Ontario clients

Knowledge Management Consultant
Ontario Provincial Government
November 2002 – January 2004

- Conducted user research and created taxonomies and records schedules for Province of Ontario clients, resulting in successful internal operations
- Led team of researchers on knowledge management within government, resulting in presenting research to senior leadership's Community of Practice across government
- Presented business case for document management system to senior management at Ministry of Health during SARS crisis in Toronto, resulting in future engagements

ACCOMPLISHMENTS

'RookieUp' Design School
October 2018

Mentor to beginning UX designers as part of an online mentoring program

'HexagonUX Hackathon'
November 2018

Judge, HexHacks: Design Hackathon for Promoting Underrepresented Communities

'Empathy Jam'
November 2018

Mentor for teams on user research in hackathons

'Future of Citizen Design'
February 2018

Interviewed for AIGA's 'Citizen! Designer! Now!' book

'Careers in Civic Tech'
February 2018

Spoke as a panelist at Columbia's DevFest

'The Great Dark Wonder'
August 2017

Presented MFA thesis at Service Design Network U.S. conference

'Hum: a tool to support end of life care for families'
May 2017

Selected by faculty to be featured on Parsons Web site

'Speculative Design and Theater'
November 2016

Presented research paper at American Society of Theater Research conference