

CURRENT PROFESSIONAL OBJECTIVE

Leverage an obsession for excellence and a passion for digital experiences into engagements focused on enabling web sites, SaaS / web apps, mobile apps, kiosks, and other interfaces to reach their full potential.

SUMMARY OF PROFESSIONAL EXPERIENCE

User Experience Work

- Identify user impediments or missed business opportunities and provide actionable, intuitive, remedies by performing usability audits and deep functionality testing.
- Undertake content audits and data assessments, providing guidance for improvement.
- Assess user needs and utilize same to craft personas and use cases to determine necessary functionality and interface design requirements.
- Improve or craft information architecture, taxonomy, process flow, content, presentation, and interaction processes.
- Create highly annotated wireframes, prototypes, or other artifacts.

Industries

B2B / B2C	start ups	law	packaged goods
technology	amusement parks	OTC stocks	insurance
SaaS	online news	vision products	recruitment
non-profit	aviation	military	call centers
social commerce	telecom & cable	pharmaceuticals	social community

Toolbox

High / Expert: Sketch, InVision, Omnigraffle, Excel
Competent: Pages, Keynote, CMSs, WordPress
Learning / Rusty: Adobe Xd, Flinto, Webflow, Axure

Additional Experience & Exposure

- Member, Interaction Design Association (IXDA)
- Member, User Experience Professionals Association (UXPA)
- Attendee, An Event Apart
- Attendee, Interaction (IXDA conferences)
- Attendee, [Perpetual Edge Workshops](#) (Business Intelligence)
- Attendee, NNG-Usability Week, UIE Roadshow, UIE Webinars

Prior Experience - Westwood One / MediaAmerica, Inc / ABC Radio Networks / ABC Television Network

Various Positions in Advertising Sales

- Maximized advertising sales revenues by gauging demand, managing the inventory, setting & negotiating pricing. Most recent role was Vice President/ Director, managing 16 employees in two departments and annual gross revenues in excess of \$300 million.
- Analyzed business segments, determined strategic courses of action, and communicated divisional game plans to CEO and sales force.
- Defined process/task flow & functional specifications, crafted information architecture and data structures, performed usability and functionality testing for custom software in each company. Provided same for the independent company that developed similar software which has now become the industry standard. (All were complex projects and proceeded in formal, collaborative environments.)

PLUSSES & ACCOMPLISHMENTS

- Insane attention to detail, strong juggling skills, and highly adaptable to any project environment or process
- An innate ability to get inside the heads of users
- Have always exceeded the expectations of those who have hired me and my reputation was outstanding, with upper management, colleagues in all departments, and clients. Most positions held were the result of recommendations and/or based on my reputation
- The IT teams with which I worked have often expressed how vital my contributions were to their successful efforts and project success

EDUCATION

Fordham University Graduate School of Business, Concentration: Marketing

MBA

Fordham University College of Business Administration, Concentrations: Marketing, Finance, Communications / Dean's List 1983-84

BS

Bronx High School of Science

Regent's Diploma

WEB SITES & LINKEDIN PROFILE

www.maureenmurphy.me | <https://www.linkedin.com/in/murphymaureen> | www.usabilitymedic.com