

# Murphy O'Rourke

Product Design • Design Systems

BFA, Graphic Design, Michigan State University

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## Main Objective

My mission is to deliver purposeful, focused, and systems-driven experiences which empower users. This begins by gaining a deep understanding of them, and continues through tight-knit collaboration between design, product, engineering, and business. Validate. Iterate. Deliver. Repeat.

## TLDR

- 8+ years ux, product design
- Systems thinker, white label expert
- Figma wizard <auto layout, libraries, org>
- Native mobile, responsive minded
- Prototyping, motion as storytelling tools
- Front-end fluency <HTML, CSS, JS>

## Product & UX Design Experience

### Amount

Senior Product Designer

Aug 2020 – Present

- Defined, documented, and delivered a robust white label component library in Figma, along with standard offering configurations for rapid client onboarding.
- Worked with engineering to develop an abstract method to use Figma's API to generate design tokens, reducing efforts from weeks to < 1 day.
- Developed a highly theme-able source of truth method which consolidated content, responsive screens, and prototypes. This allowed a new client experience to be stood up in about an hour.
- Leveraging user feedback, testing results, and best practice mobile patterns, redesigned the loan servicing platform into a lean, responsive mobile-first experience.
- Translated internal design processes into a client-facing self-service portal for managing theme, content, and experience configurations.

### SPR Consulting

Senior UX Designer

Jan 2014 – Aug 2020

- Engaged in over 40 projects, including 18 mobile apps and 5 IoT/sensor apps.
- Created research and testing plans, conducted user interviews and usability tests, generated user journeys and personas, presented findings and recommendations.
- Collaborated with client stakeholders, engineers, and SMEs to define requirements, identify trade-offs, and rapidly deliver designs, assets and interactive prototypes.
- Built and maintained an easily theme-able starter Sketch component library.
- Delivered front end HTML & CSS layouts for a hybrid mobile app.
- Clients include Accenture, Exelon, Nielsen, Siemens, Aon, State of Wisconsin, Milwaukee Tool, Ball Seed, Millennium Trust, Pearson, Morningstar, KeHE, IDEX, Intelligent Medical Objects, Yello, Syndigo, LaSalle, Warburg Pincus, divvyDose