



## Jarrod W. Murray

Creator of clean, usable designs.



## Experience

### **Sr. UX Researcher** *Driven Data (4/21–present)*

- Define the end-to-end research strategy, including goals, hypotheses, participants and methods
- Adapt and advance research as a discipline through a collaborative and inclusive style
- Drive change by communicating findings to stakeholders by making findings convincing and actionable
- Foster and grow a data driven product design culture
- Identify new product opportunities by connecting customer motivations, analytics, and business objectives
- Maintain a database of user research participants and findings

### **Sr. UX Designer (Consultant)** *Onebridge (3/20–4/21)*

- Partner with team members and business stakeholders to ensure usability, design consistency, and feature selection is aligned with project scope and delivery
- Produce professional-grade creative, and timely designs
- Prototype in support of client deliverables
- Transform complex data and information into a simple and usable user experience
- Conduct research through surveys, user interviews, etc. and synthesize those insights into designs

### **UX Lead** *Brooks Life Sciences (4/19–3/20)*

- Responsible for establishing a clear, consistent, and maintainable UX strategy
- Lead the User Experience efforts for all Informatics R&D products
- Work closely with Product Owners, Business Team, and Developers to ensure user needs are met
- Establish and maintain a design system and pattern library
- Conduct user research using a wide variety of qualitative and quantitative research methods
- Analyze data and translate into clear and useful strategic and tactical insights
- Maintain a database of user research participants and findings

### **Sr. UX Designer** *Cox Automotive, Inc./NextGear Capital (3/17–4/19)*

- Establish and maintain a design system
- Gather and communicate requirements from the business users, product teams and engineering teams
- Create workflows which balance business requirements and user needs
- Prototype potential solutions
- Coordinate user testing

### **UX Designer III** *Seven Corners (12/15–3/17)*

- Manage the user experience and champion a user centered design approach
- Identify usability problems by performing heuristic evaluations and user interviews
- Diagnose pain points and gather requirements through job shadowing
- Develop and implement a pattern library
- Oversee ideation and prototype potential solutions
- Coordinate user testing and acceptance

### **Experience Architect/UX Developer (Consultant)** *Fusion Alliance (2/14–12/15)*

- Define broad project vision that supports a cross-channel user experience
- Utilize interactive best practices, and create interactive prototypes
- Create innovative user-centered interface, information and interaction design
- Conduct user research and user interface requirements-gathering
- Designing for various digital channels

### **UI/UX Designer/Interaction Designer** *Dominion Enterprises (12/10–2/14)*

- Turn project requirements into user interfaces and prototypes
- Coordinate user testing
- Communicate requirements to the Development Team
- Coordinates efforts with other Interaction Designers

## Education

BFA, Emphasis in Graphic Design — Ball State University, Muncie, IN: May 2001

## Certifications

Certified Usability Analyst — Human Factors International

## Toolset

User Interviews, Heuristic Evaluations, Competitive Analysis, Persona Creation, Information Architecture, Journey Mapping, Wireframing, Prototyping, Front End Development, A/B Testing, Design Systems