



## Jarrod W. Murray

Creator of clean, usable designs.

## Experience

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

- 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
- Primary resource for leading the User Interface
- 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 dev 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
- Communicate requirements to the Development Team

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

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

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

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

### **Principal/Designer** *Gray Matter Designs (1/07–8/16)*

- Application Design/Usability Analysis
- Interactive Design & Wireframing
- Web Design — hand coded designs, valid code, cross-browser tested
- Print Design — folders, brochures, business cards, letterhead, posters, envelops, catalogs, etc.
- Branding — establishing a brand, adhering to existing brand, or re-branding
- Develop and maintain production schedules

## 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

