Michaela Murray

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Willing to Relocate | Open to Hybrid, In-Person, and Remote Roles

EXPERIENCE

Web and Visual Designer - Lei by Wehi (Contract)
Honolulu, HI | May 2023 - August 2023, May 2024 - Present
- Spearhead the end-to-end UX/UI design process as the sole designer, showcasing exceptional autonomy and problem-solving skills to create a responsive and visually appealing website from inception to launch.
- Work closely with the client and content creator, providing detailed design specifications, assets, and guidance to ensure seamless implementation and adherence to design principles.
- Continuously monitor user feedback and analytics data post-launch, making data-driven adjustments to maintain and increase user engagement.
- Craft a compelling and cohesive brand identity from concept to execution, resulting in increased brand recognition and customer engagement, while maintaining consistency across all touchpoints and platforms.

Lead UX/UI Designer - Hana One (Contract)
Remote | August 2023 - January 2024
- Lead cross-functional collaboration with product managers, developers, and stakeholders to define project objectives, user requirements, and design goals for an iOS native app, resulting in streamlined workflows and effective communication channels.
- Transform user insights into impactful wireframes, mockups, and prototypes, driving product success as development blueprints.
- Establish and maintain strong relationships with key stakeholders, actively involve them in the design process, gather feedback, and ensure alignment with organizational goals, leading to increased stakeholder satisfaction and improved project outcomes.
- Initiate and lead cross-functional team collaboration, fostering creativity and innovation, resulting in the generation of innovative design concepts and solutions.

UX/UI Designer - Socially Immersed (Contract)
Remote | January 2023 - May 2023
- Revamp a B2B consulting platform and transition it into a dynamic B2C website by creating interactive prototypes, an in-depth style guide, user journey mapping, and pixel-perfect visual mockups.
- Employ various UX design techniques, such as sketches, storyboards, journey mapping, interactive prototypes, and developer hand-offs, to effectively communicate and transform conceptual ideas into refined and sophisticated products.
- Leverage user data, in-depth research, and interaction design principles to craft compelling visualizations of the user experience, using customer journeys and information architecture diagrams to guide the creation of sitemaps, wireframes, and high-fidelity mockups.

UX/UI Designer - REMY NY (Contract)
Remote | November 2022 - January 2023
- Redesign and optimize a B2C eCommerce website with a competitive analysis, static wireframes, personas, and heuristic evaluation.
- Communicate survey findings, user research insights, and iterative design outcomes adeptly with internal stakeholders, while presenting innovative design concepts to developer teams for seamless implementation of solutions.
- Proactively identify user experience challenges and potential enhancements within the platform by employing a comprehensive approach of mixed-methods research, encompassing user analysis, journey mapping, and prioritizing critical issues.

EDUCATION

The University of Tampa- Bachelor of Arts in Political Science, with a minor in International Studies
Coursera- Google UX Design Certificate
HubSpot- SEO Optimization Certificate

SKILLS

Design Tools: Figma, Adobe XD, Notion, Photoshop, Lightroom, WebFlow
Research: User Research, User Testing, User Interviews, Usability Testing, Heuristic Evaluations, Competitive Analysis, User Stories, User Flows, Personas
Design: Human Centered Design, Agile Development, Product, User Interface, Mobile Applications, Web Design, Interaction Design, Design Composition, Branding, Typography, Wireframes, Prototypes, Mockups, SEO Optimization
Soft Skills: Critical Thinking, Problem-Solving, Empathy, Communication, Adaptability