

# REBECCA MURRAY

UX/UI Designer Glasgow, Scotland

+447833394803

rebecca@rebeccamurray.work

rebeccamurray.work

rebeccamurraydesign

## Personal Profile

UX/UI designer with a background in fashion design and retail management. Adept at fulfilling client briefs to create confident and clear design work. Experienced at liaising with a variety of team sizes, communicating and collaborating to form solid solutions, creating considered products based on strong data led research. Over six years experience working with high end products.

## UX/UI Projects

### HollyHock - Money Saving App

CareerFoundry Case Study

Fin-tech money saving hybrid mobile app for 18–30 year olds and responsive web marketing app.

- Conducted competitive research and analysis of current market, which identified pain points and successes.
- Designed a comprehensive brand guideline to ensure easy upkeep for future design ideations and features.
- Established the user journey using user stories, flow diagrams and wireframes, to eliminate unnecessary steps ensuring no wasted time.
- Conducted user testing of mid-fidelity wireframes which identified and eliminated pain points.
- Finalised UI design, including custom illustrations, copy and mockups to showcase a prototype.
- Created a complimentary responsive marketing website, highlighting features to drive footfall.

### Shoogle - Messaging App

CareerFoundry Case Study

A iOS messaging app designed using lean UX principles and triggered animations.

- Composed rapid sketching of wireframes and designs with a focus on functionality.
- Enriched the design with animation and haptic feedback guidelines for developers, to give user testers a more realistic in-app experience.

### AccessAtlas - Maps App

CareerFoundry Case Study

A responsive location based web application with a focus on accessibility.

- Conducted competitor research and user interviews to establish goals and create an MVP, streamlining the design process and identifying essential features.
- Oversaw user testing at low-fidelity stage to establish any navigational flaws and ensure a clean and smooth user experience.
- Researched industry standards to create an accessible icon set and guide that was inclusive and allowed all users to identify their needed filters at a glance..
- Using a mobile first approach, designed a responsive web application, focused on accessibility, showcasing the implementation of research.

## Experience

### Costume Manager - Sweet Charity (Voluntary)

Green Door Theatre, Glasgow

Apr - Oct 2022

### Junior Designer

Wed2b Ltd., Milton Keynes

Jul - Dec 2021

- Conducted and analysed market research of trends/competitors/company reports to identify profitable product gaps and design commercial products, resulting in increased revenue.
- Utilised Adobe Creative Suite to produce clear technical packs for suppliers and deliver technical information, leading to reduced strike rates and improved communication.
- Delivered compelling presentations showcasing data driven feedback and designs at stakeholder meetings.
- Collaborated with cross-functional teams on innovative concepts for website and social media content, boosting customer engagement and identifying popular products.
- Developed trend/mood boards that effectively conveyed branding and ensured continuity across all team members and suppliers.
- Gathered valuable feedback from store networks and data scientists to inform future designs and drive considered product development.
- Contributed to the implementation of sustainable work practices, enhancing the overall customer offering.

### Store Manager

Wed2b Ltd., Belfast

Nov 2020 - Jun 2021

- Built and led a new team to success, improving individual k.p.i's and retention rates.
- Boosted store performance across NPS and daily customer conversions, while overseeing daily operations.
- Analysed and managed KPIs, staff performance, and forecasts, providing regular reports to regional management and inspiring the wider team with best practices.

## Skills

- UX design
- UI design
- Competitor and market research
- Evaluative research and feedback
- User research and conducting surveys
- Establishing user flows and personas
- Iconography and typography
- Branding and logo design
- Hand and digital sketching
- Lo, mid and hi fidelity wireframing
- Copywriting
- Creating prototypes and mockups
- Programming:  
(HTML, CSS, JavaScript)
- Version control

## Tools

- Figma, Sketch, AdobeXD,
- Illustrator, Photoshop, InDesign,
- Invision, Balsamiq, Whimsical, Git.
- Visual Code, Notion, JIRA, Miro.

## Education

### UI Design at CareerFoundry

Feb 2022 - Jan 2023

- UI Immersion
- Intro to UI
- Frontend Development

### Fashion Womenswear (BAHons)

Heriot-Watt University

Sep 2012 - Jun 2016