

REBECCA MURRAY

UX/UI Designer Glasgow, Scotland

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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. 6 years experience working with high end products.

UX/UI Projects

HollyHock - Money Saving App

September - October 2022

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 common pain points and successes of competitors.
- Designed a comprehensive brand guideline to ensure an easy upkeep for future design ideations or new 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

September 2022

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

June - July 2022

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)

Apr - Oct 2022

Green Door Theatre, Glasgow

Junior Designer

May - Dec 2021

Wed2b Ltd., Milton Keynes

- 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 final 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 (Mat Cover)

Nov 2020 - Jun 2021

Wed2b Ltd., Belfast

- 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.
- Analyzed 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