Connor Murphy

About

Hey! I'm a designer based in Denver, inspired by the outdoors 🏔️

Contact

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Skills

UX & UI design
Usability testing
User-centered design
Prototyping
Accessibility
Design strategy
Design systems

Experience

Brand Designer

INVISION // MAY 2015–MAR 2020

• Designed and implemented web experiences from ideation to launch

• Led/contributed to creative direction and UX design for site builds

• Created 10+ multi-channel GTM product campaigns

• Designed site components and campaign assets for brand awareness initiatives such as Design Leadership Forum, Inside Design, and a weekly newsletter around all things design

• Created OOH assets and print collateral for in-person events, workshops, panels, and internal meetups

• Collaborated with Sales to design and create targeted collateral for different stages of the sales funnel

• Selected as primary designer for a short-term Growth Design team focused on experimentation and rapid A/B tests

• Conducted usability testing to improve web and mobile experiences and improve how InVision conveyed stories through digital mediums

• Collaborated on and contributed to the marketing design system

• Notable projects: Enterprise platform, Events hub, Business Impact of InVision Enterprise, Product Design Industry Report 2016, DesignBetter Conversations

Designer

HUNGRY INC // OCT 2014–MAY 2015

• Collaborated with producers, motion designers, and stakeholders to create digital experiences

• Clients: AT&T, Two Trees, Grind, Guild, and more

Web Designer

MAKER'S ROW // MAR 2014–AUG 2014

• Hired as primary designer to establish brand, led the creation of a platform that helped people to better connect with manufacturers