**Liam McMurray //** Curriculum Vitae

**PERSONAL STATEMENT**

I am a champion of user-centred design, always asking why and digging to understand the real user needs. I’m a talented user researcher, service designer, and interaction designer with experience of content design (I’ve heard it called ‘full stack UX’ but not by me!). I prefer not having only a hammer in the toolbox. I’m highly experienced in problem-solving through design, to deliver business objectives and ultimately to clearly understand user needs and deliver benefit to citizens. I’m very confident and practiced in working with and leading agile teams, being a certified scrum master and providing design authority for dozens of agile delivery teams within government, commercial, and the education sectors. I have excellent leadership, written and verbal communication skills, and am practised at creating and delivering workshops and engaging stakeholders. Finally, I am always enthusiastic, supportive, and committed.

**CORE SKILLS**

User-Centred Design

* 6 years’ experience of writing, conducting, and presenting back user research
* Service and UX design leadership on multiple complex government services
* Ensuring the things we do relate to the goals and problems of the users
* Understanding where we can remove complexity to save time and money
* Making design decisions based on data, using analytics and user insight to ensure work is prioritised correctly
* Designing for everyone, understanding of accessibility requirements (WCAG2.0) and use of progressive enhancement
* Experienced at preparing and leading workshops and whiteboard sketching sessions

Agile Product Development

* Certified scrum master, also adept at Kanban and other agile methodologies
* Ran workshops and discussions promoting the benefits of working in an agile way, and presenting best practice in design

Leadership and Administration

* Managed a team of content producers and designers
* Provided structured mentoring to less experienced designers
* Wrote design principles to rationalise working practice of design team
* Set learning and development goals for other designers aligned to business objectives
* Responsible for recruitment of contract interaction and service designers

**EDUCATION**

Masters in Interactive Multimedia

*Bath Spa University 2000–2001*

BA Design (Illustration)

*Bath Spa University 1996–1999*

Foundation in Art and Design

*Yeovil School of Art 1995–1996*

**EMPLOYMENT HISTORY**

Interaction Designer

*Department for the Environment, Food, and Rural Affairs 2017 – present*

User Experience Designer

*Environment Agency 2016 – 2017*

Overview

Working as part of a multidisciplinary agile team, I co-defined user needs from research, created service blueprints to promote a shared understanding, and prototyped new user journeys on paper and using the GDS prototype kit to test with users. I provided leadership and mentoring for less experienced designers and agile practitioners. I worked closely with developers to ensure designs translated to code, and that everyone was aware of technical issues and solutions.

Key responsibilities

* Mapping user journeys, creating service blueprints, designing task flows, prototyping in code, making sure the things we do relate to the goals and problems we identified, designing on paper and using Photoshop and Sketch, creating and delivering workshops with internal and external stakeholders, presenting research findings and design options in a clear and understandable format, producing visual representations of the product to ensure shared understanding within the team, delivering to the GDS Service Standard, ensuring service was accessible and that all users could access it,

Key achievements

* As a lead design assessor for government service standards, I continually assessed two services throughout their Alpha phase providing guidance and pro-active course correction – leading to both services passing their assessments first time
* Prepared and lead workshops with stakeholders from our support services and policy teams to share knowledge and work together to design solutions – leading to a greater understanding of the whole experience, and a solution that was approved by the governing board
* Set up and ran the design community of practice, providing regular design reviews, defining what good looks like, and establishing patterns for reuse across Defra and wider Government
* Represented Defra at cross government Heads of Design meetings, involved in strategic design decision making at an organisational level – whilst still completing my substantive role as interaction designer

Web Designer/User Experience Designer

*University of Bath 2008 – 2016*

Overview

Starting as the only designer in the team, I was responsible for how the web presence was designed and produced. Using Photoshop and Sketch I worked up high fidelity designs based on sketched created from discussions with users. I used HTML and SCSS to turn digital assets into production code and used Github to keep track of changes. I used Silverback to record user testing sessions and Google Slides to present findings back at regular show and tells.

Key responsibilities

* Sketching and testing design improvements to user experience of the website, meeting stakeholders and Interviewing users to understand the problem space, writing user stories for backlog of work, prioritising and estimating all design work for regular sprints, ensuring the university was up to date in its approach to design and production of web pages, pairing with other team members to enhance understanding of user centred design

Key achievements

* Leading on bringing a user-centred approach to delivery into the organisation - improving the reputation of our department from one of the most disliked to one that everyone wanted to work with
* Being first to conduct user research with our stakeholders and users, and evangelise the need to do this within the digital team, and the wider university – leading to a widespread adoption of this approach
* Redesigning the website layout to use structured content delivered on defined page templates that served a specific purpose – vastly reducing the number of pages online and giving users clear signposting to what they were looking for
* Designing a new, consistent visual experience for users from a palette and typeface choice brought about from user research and stakeholder workshops – removing confusing lack of identity and departmental fiefdom from the user experience
* Working with the development team to implement code linting and visual regression testing - ensuring high quality of design was maintained and reproduceable and more members of the team could directly contribute, make large efficiency gains

Digital Design Consultant

*Contractor (Bristol/London/San Diego) 2006 – 2008*

New Media Designer

*e-scape media 2002 - 2006*

Senior Production Coordinator

*Open World Ltd 1998 - 2000*

**QUALIFICATIONS**

* Certified Scrum Master (Scrum Alliance)
* Managing your Team (Catalyst)
* GDS Design Training (Government Digital Services)
* GDS Service Standard lead assessor (Government Digital Services)
* Civil Service Management Fundamentals