Liam McMurray // Portfolio  
  
User research and design for new University of Bath website (2016):

The university had 15.000+ pages online which had been added, updated and designed as and when needed. I counted at least 4 clearly different 'strata' of design styles for the main site, and each department had adopted their own visual ideology. I was responsible for delivering a complete, cohesive redesign of the website, and the accompanying printed undergraduate prospectus.

**Key responsibilities:**

Replace existing brand and typography with new identity that allowed us to put content first and be more user-focused.

* https://docs.google.com/presentation/d/1wgrER--Lb2eOHDZO4UZFilujuSvAqXRh48BLP03W4q4/edit?usp=sharing

Conduct extensive content audit. Design, test, build and iterate a series of page templates to reflected the types of content available, that met user needs, were mobile first and fully accessible.

* <https://www.bath.ac.uk/corporate-information/our-mission-and-vision/>
* <https://www.bath.ac.uk/events/rugby-club-memorial-match-and-dinner/>

Set up and run user testing sessions, as well as conduct qualitative user research to understand what our users wanted from the website, and what they identified as our core brand ideals.

Create design principles to ensure ongoing work was of consistent high standard.

* <https://medium.com/@liammcmurray/the-university-of-baths-digital-design-principles-e409cce2faf3>

User experience design for Defra Livestock information programme (2017):

EU legislation meant that all animal movements needed to be tracked and traceable. Defra’s existing IT was not able to cope with requirements, and there was a very low uptake in using the services. I was the UX and service design specialist in a multidisciplinary team.

**Key responsibilities:**

Lead workshops with stakeholders from the business as well as users (farmers/market sales/abattoirs) to understand the problem space.

User Experience Mapping

* <https://docs.google.com/presentation/d/1ICWVX5gZmHxe8uYD5sBrsJRXFOlx4iMN-bdPHp969YA/edit?usp=sharing>

Service Design workshop

* <https://docs.google.com/presentation/d/1gdVoWs6CT3ZkPzaXB2OVZPL8tTcnFb1uBVTkTWhUdWc/edit?usp=sharing>

Produce detailed service blueprints and maps to illustrate the current service, and illustrate pain points, areas of failure demand, and opportunities for improvement.

* <https://github.com/liammcmurray/portfolio/blob/master/cattle-experience.pdf>

* <https://github.com/liammcmurray/portfolio/blob/master/cattle-blueprint.pdf>

Work alongside user researchers to ideate solutions based on feedback from user workshops.

User Experience design for Defra Communities of Practice (2018):

I was approached by a senior colleague to create a series of posters to increase awareness of the communities of practice within Defra for digital specialists.

**Key responsibilities:**

Working closely with a content designer to source quotes from the community describing the value of attending a community of practice.

Creating a visual identity for the posters across a consistent theme.

Designing the posters and getting them printed and sent out to each area ‘hub’.

* <https://github.com/liammcmurray/portfolio/tree/master/community-of-practice>

User Experience design for Defra Rod Catch Returns service (2018):

Researching the existing user experience of an online service, and then proposing changes via prototyping in HTML using government templates and adhering to the government service standard (which I am currently helping to re-write).

* <https://github.com/liammcmurray/portfolio/blob/master/RCR-as-is-blueprint.pdf>
* <https://catch-returns-prototype.herokuapp.com/>

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User Experience design for Defra Waste Exemptions service (2019):

Leading on the prototyping of a completely new renewal service for government waste exemptions. Facilitating user research sessions, leading whiteboarding ideation workshops to look at how to provide a really simple and obvious way for business to renew their exemptions (needs to be done every 3 years, most business forget and it requires a huge amount of enforcement).

* <https://waste-exemptions-renewals.herokuapp.com/>

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