

Professional Experience

Over 15 years of hands-on experience with all stages of web and software product design and development, from requirements gathering, interaction design and visual design to prototyping, production and usability testing.

Senior UX Designer – backcountry.com [August 12 - Present]

Responsible for user experience on core commerce workflows; product discovery, product detail pages, collections and similarity widgets.

- User research, user testing, A/B testing, interaction tracking
- Obsessive metrics analysis
- Identify business and experience opportunities
- Collaborate with Product Manager and Development Lead to define road map and story definitions
- Work with remote development group in Agile environment to ensure sprint task completed
- Design components to work across desktop, tablet and handheld devices
- HTML, CSS, Simple Javascript, TextMate, Photoshop, Illustrator, InDesign, MS Office, Rally, Optimizely, CrazyEgg, Omniture

UI Designer – amazon.com [January 08 - July 12]

Sole user experience designer for Amazon Product Ads, a CPC advertising program created to enable merchants the opportunity to advertise products directly on amazon.com and in syndication. Responsible for design of all customer experience facing ad components and merchant tools involving catalog upload, campaign management and metrics.

- Own the end-to-end product interaction design and user experience
- Effectively present product ideas, strategies and designs to design teams and senior executives
- Work effectively with engineering and QA to ensure interaction and visual designs are fully executed
- Identify and collaborate to create UI designs that are more efficient and effective
- Create detailed and effective use cases and interface specifications
- Interface specifications include information architecture documents, user task flows, detailed individual screen wire frames, and HTML/css mock-ups
- Expert in working on large loosely defined problems and delivering intuitive deliverable solutions

UI Designer (Freelance) - turphdesigns [May 00 – January 08]

Provide intelligent design solutions for software development organizations in a variety of industries, including; finance, military, construction and sales cycle CRM. Substantial expertise designing consumer and enterprise applications using user-centric design principles to rapidly develop prototypes, wireframes and storyboards. Produce production ready HTML and css files for development teams. Planning and development cycle interaction with Project Management, In-house Design, and Development teams to complete projects successfully.

- Expert user interface designer with proven track record of shipping enterprise applications and products
- Skilled at gathering and refining functional requirements and defining product specifications
- Significant experience creating site maps, flow diagrams, wireframes, use cases, persona-based scenarios and functional requirements documents

UI Designer – Worldstreet Corporation [September 99 – December 01]

Responsible for UI and graphical design of WorldStreet Sales and WorldStreet Net applications. Duties included creation of mock-ups and prototypes in HTML, Flash and Visual Basic based on features for the next release. Presented work to Product Management and Client Services to validate and approve workflow and design. Throughout development, assisted Architect, Server Side and Client Side development leads to modify or redesign UI based on development constraints.

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Interactive Designer – Allen & Gerritsen [March 98 – September 99]

Responsible for design and development of internet and extranet based communication solutions. Solutions varied from dynamic delivery web sties to web banner advertising and microsites. As Interactive Designer, my duties included information architecture development, UI design, HTML template construction, graphics creation and limited database design and integration. Acted as single point of contact between agency, client and off-site programmers.

Studio Artist – Allen & Gerritsen [January 97 – March 98]

Responsible for executing concepts based on effective and impactful translation of creative department's strategies. Worked closely with Art Directors and Creative Directors to ensure each assignment met high standards of the agency. Duties included desktop production for print, production of HTML pages, graphics creation and GIF web banner animation.

Project Manager – Barnes and Jarnis [May 89 – December 96]

Responsible for site investigation of and construction management for environmental hazard remediation projects. Managed all major accounts for the environmental division, several of which had construction allotments in excess of \$300,000. Three U.S. Naval base closure projects were valued at approximately \$2.5 million. As Project manager, my duties included contact with project heads, remediation project designs/technical specifications, construction contract documents and plans, liaison with State and Federal regulatory environmental agencies and staffing/supervision of personnel for field technical and environmental division.

Education

Massachusetts College of Art, Boston, MA

Graphic Design Certificate Program [1996 - 1998]

SUNY Plattsburgh, Plattsburgh, NY

Biology, BS [1985]

North Country Community College

Math/Science, AS [1983]

Hobbies and Interests

Outdoors

Avid alpine skier, luge, snowshoer and backpacker.

Indoors

Ice hockey, crossfit