
PROFILE

Experienced, creative problem solving dynamo with 10 years of real world consulting experience. Innovative solutions creator who captures the needs of a project and creates the solutions to solve the problems. Passionate about my clients, their problems, and the solutions that will end their pain.

SUMMARY OF QUALIFICATIONS

Design:

- Experience capturing needs and designing user experience solutions for corporate digital products

Relationship management:

- Strong client interaction and presentation skills
- Experience working collaboratively with other disciplines

Strategy:

- Original critical thought analyzing problems and creating the best solution possible
- Holistic systems/design thinking at strategic, operational and tactical levels

Technical:

- *General:* Microsoft Office Suite, Microsoft Visio
- *Platforms:* Macintosh and Windows
- *Design:* Adobe CS Suite (InDesign, Illustrator, Dreamweaver, Photoshop, Fireworks), OmniGraffle, Web 2.0 software (Tumblr, WordPress etc.)
- *Development environment:* experience with hand coding XHTML and CSS (both formatting and layout) and WYSIWYG coding environments. Experience with iterative, waterfall and Agile (RUP) development teams.

EXPERIENCE

2008 to present



Disruptive Strategies (User Experience Designer)

Created full range of brand, marketing, press relations and social media deliverables, including pre and post event management. Identified strategy, success metrics (both on and offline), analytics and implementation. Audited existing marketing initiatives and identified appropriate media outlets and sponsors.

Achievements:

- Managed the creation of a booth for Sandbridge Technologies for Mobile World Congress 2009. Identified roles, tasks, milestones and vendors, and successfully presented the business case for a company Intranet to manage the event. Managed guest attendees, identified and ordered graphics and merchandise, advised on web site and designed the booth space, which was successfully created and the company completed their objectives for the event, including successful meetings in the booth at the event.
- Created a full marketing campaign for SingleLifeCamp introducing a new product line, including strategy (determining corporate mission, objectives and success metrics), branding (competitive analysis, visual identity including logo, letterhead) and publicity via traditional and social media outlets via the brand headquarters at singlelifecamp.com. Event garnered press, product successfully introduced to a new market audience, and client was able to create a new product line for her clients in other cities using templates for future event management.

Rachel M. Murray

designer

2007 -2008



Level Studios (Information Architect and Interaction Designer)

Led client and stakeholder interviews and meetings to capture business, technical and user requirements. Created user experience design solutions for corporate Web sites, including work for Alterian, Cadence, Cisco, DDNI, Marvell, Micron, Motorola, NTN Buzztime, Qualcomm and Tesla Motors. Advised and collaborated with design and engineering teams from requirements until product launch on multiple occasions.

Achievements:

- Initiated and led strategic and project realignment session, setting the agenda (purpose of the workshops and analysis of most urgent content gathering needs) and capturing key missing content strategy. The project got back on track and, and my interaction design work laid the foundation for a fully redesigned, successfully relaunched Web site launched on time and budget
- Optimized the online purchasing process on Tesla Motor's web site – decreasing it from 8 pages to just 3, with a key result of increasing reservations and generating interest in the company
- Initiated and led internal sustainability working group, including utilization of LCA (life cycle analysis) of all corporate activities

2005 -2007



Rachel M. Murray User Experience Design
CEO and User Experience Designer

Led client and stakeholder interviews and meetings to capture business, technical and user requirements. Presented analysis and user experience design documentation to stakeholders on product development, software purchasing and implementation.

Achievements:

- Analyzed user segmentation and redesigned Blue Mountain Center for Meditation ecommerce site via a full user experience project, including business analysis, IA and interaction design deliverables used by outsourced Web design agency to successfully relaunch the site.
- Analyzed existing user demographics for the Bay Area Russell Set and created marketing plan, including market audit of existing collateral, effectiveness, identification of future sources of outreach, creating a better comprehension of existing users and future actions required to expand its market.

2004 - 2005



Business Analyst and Interaction Designer

Conducted requirements gathering via client interviews and developed use cases and other documentation using Rational Unified Process (RUP) methodology to create custom Web applications and sites. Analyzed results, organized information and translated requirements engineering documents into standard IA and interaction design deliverables.

Achievements:

- Educated and managed new project members on a prototype by documenting the project, facilitating new team member's quick education and the project's completion on time and on budget.

Rachel M. Murray

designer

- Developed standardized design documentation across the company to facilitate a smooth transfer of knowledge, educating coworkers on design and process management.

2002 - 2004



Ontario Provincial Government
Knowledge and Information Management Consultant

Conducted requirements gathering via stakeholder interviews and developed information management deliverables, including business process maps, records retention schedules and taxonomies/file plans.

Achievements:

- Designed an creating a subject and author index of 10,000 legal files which identified relevant documents for litigation; completion of the project led to a successful formal taxonomy and RDMS system to properly implement records and information management.
- Developed taxonomy and successfully advocated for a formal document management system for the Public Health branch within the Ministry of Health.
- Designed a visual guide/teaching tool of knowledge management and presented deliverable to the larger internal government KM community of practice and stakeholders
- Developed a 230+ file virtual reference library and debriefed team members and documented all design work, facilitating a smooth transfer of knowledge.

ADDITIONAL EXPERIENCE

- Pro-actively initiated and optimized work processes in addition to core job requirements by creating a cost benefit analysis of groupware and internal employee documents, improving efficiency at the head office of an international architectural and engineering firm.
- Created competitive analysis of North American women's studies programs web sites, presented findings (after being nominated by employer) at a symposium discussing the benefits of the Internet to women's studies departments in the early days of the Internet

EDUCATION

University of Toronto 2005

Certificate in Information Design, Faculty of Information Science

Centennial College 2002

Certificate in Web Development

University of Toronto 1999

Honors Bachelor of Arts

Major in Ethics Society and Law, minors in philosophy and psychoanalytic thought

ASSOCIATIONS



(member)



(member and early organizer)



(member)



(member)