
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 end their pain and provide joyful experiences to their customers.

SKILLS

What I do:

Design:

- Experience capturing needs (business, technical and user requirements) and designing user experience design solutions for digital products in a variety of disciplines
- Holistic, systems/design thinking at strategic, operational and tactical levels

Strategic communications:

- Branding, marketing, publicity and social media and press relations – both planning and execution

How I do it:

People skills:

- Strong client interaction, communication, project management and presentation skills
- Experience working collaboratively with other disciplines for a variety of clients and industries in iterative, waterfall and Agile development teams

Technical skills:

- *General:* these include Microsoft Office and Visio; fluent in Mac and Windows•
- *Code:* Experience coding XHTML and CSS, both hand coding and WYSIWYG, and with CMSes
- *Design:* Adobe CS Suite, OmniGraffle, 'Web 2.0' SaaS software (WordPress as a CMS, etc.)

PRODUCTS

Highlights of deliverables include:

Strategy:

- business cases and proposals
- business process maps
- conceptual diagrams
- competitive analysis
- marketing and social medi
- user analysis and science

Design:

- content strategy
- siteflows and sitemaps
- usability analysis and testing
- Web sites
- wireframes

EXPERIENCE

Highlights of most recent work experience for clients include:

2008 - present



User Experience Designer

Created a variety of marketing deliverables, including branding, event management, press relations and media outreach, publicity and social media deliverables. Identified strategy, success metrics, media outlets and sponsors as well as performing project management consulting and aiding in implementation of two Web sites for clients.

Achievements:

for Girls for a Change:

- **Background:**
Currently project manager to a Taproot Foundation volunteer Web design consulting project for a non profit client, Girls for a Change. I lead the 6 person Service Grant team in a full requirements to design Waterfall based project by managing the schedule, documenting all tasks, coordinating communications (internal and external), and presenting to the client. I am responsible for ensuring team members work effectively together, hiring some of the team members, and delivering quality deliverables on schedule.

- **Results:**
Successfully relaunched Web redesign is on schedule for this September 2010 with an enthusiastically thankful and satisfied client.

More information on work experience is on my site.

EDUCATION

University of Toronto	2005
Certificate in Info. Design	
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	

STATUS

Actively looking for full, part time or consulting work.

FOR MORE INFORMATION:

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