

# Rachel M. Murray

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## Summary

Design leader leading UX and service design, research, and product management on cross-functional Agile teams for enterprise, governments, non-profits, and startups, specializing in creating products in difficult environments. Evangelist for inclusive design, neurodiversity, and human-centered systems of care, with expertise in teaching, public speaking, writing, and mentorship.

## Expertise

- Leadership: Leading design workstreams and business development efforts, managing stakeholder relationships, evangelizing DesignOps and ResearchOps, teaching design, hiring, and managing performance of junior designers.
- Research: Conducting mixed methods research to understand users, pain points, and opportunities, and presenting actionable recommendations from research.
- Design strategy: Leading product design from concept to execution by prioritizing ideas into high business value features using prioritization frameworks to value. Experience translating user feedback into continual product improvement.
- Design: Creating, managing, collaborating, and presenting UI design via various design artifacts. Expertise in the Double Diamond methodology for 0-1 and existing products.

## Experience

Advisory Committee Member, FoXX March 2025 – present

- Providing product feedback, advising on features for roadmap, and supporting community outreach for FemTech healthcare startup.

Creative Director, Rachel M. Murray Design November 2023 - present

- Design: Available for fractional leadership in the design and product space via the Neol Network  
Exploring entrepreneurial ideas in mental well-being and completing training

Lead UX Designer, Thoughtworks January 2019 – October 2023

- Design and Research: Led research, design strategy, and UX design for Web and mobile applications for 5 enterprise and government clients, including five projects for the Department of Veterans Affairs.
- Leadership: Directed process and created content for Responsible Tech playbook as co-lead of working group, resulting in public promotion by company CTO and client work at United Nations. Managed performance evaluation and mentored three junior UX designers, advising on career development and providing emotional support. Contributed design expertise to sales proposals, and received promotion to Lead.

Lead UX Designer, Rachel M. Murray Design July 2018 – January 2019

- Explored a side project from Masters thesis, demonstrating initiative and ability to conduct independent research, and took care of elderly family member

Director of Product Design, Civic Hall

August 2017 – July 2018

- Led research and product management work and supervised development team on implementation of ReferNYC Open Data exchange for health and human services providers, resulting in launch and acquisition by City of New York and promotion to Director of Product Design.
- Co-facilitated community-centered design sessions and conducted research interviews, resulting in signed contracts with three community agencies as clients.
- Completed grant writing, resulting in \$25,000 grant and project extension.
- Created content and taught user research and prototyping for Civic Xcel civic incubator, and spoke on equity-centered design in civic tech panel, resulting in increased publicity.

Lead UX Designer, InRhythm Consulting

January 2015 – August 2015

- Design and research: Conducted research and designed wireframes, prototypes for a classroom management and curriculum delivery Web application for Amplify and marketing application for Yodle, resulting in successful product launches.
- Business development: Secured new client engagement for Black Book by leading proposals and delivering sales pitches, resulting in new contract.

Lead UX Designer, Rachel M. Murray Design

May 2013 – December 2014

- Led user research, content strategy, branding, and wireframes for 21st Century Fox and Visualize for Social Edge Consulting; led usability testing and created quantitative and qualitative recommendations for Hitlab, resulting in FDA approval for AdhereTech.
- Managed content migration team and relationship with both vendor and senior leadership for Weil Gotshal Manges, resulting in redesigned Web site

Senior UX Designer, PwC

February 2011 – February 2013

- Led user research, content strategy, wireframes, and prototypes for 10+ enterprise clients, resulting in product launches delivered on time
- Led project management, managed requirements gathering, vendor relationships and event planning for Delta and HP, resulting in successful innovation event
- Designed content strategy and community outreach for Jive launch for PwC, resulting in recognition as 'Collaboration Advocate' during company All-Hands.

Previous experiences available at <https://www.linkedin.com/in/rachelmmurray/>

## Accomplishments

Public speaking, publications and community involvement available at <https://www.linkedin.com/in/rachelmmurray/>

## Education

Master of Fine Arts in Transdisciplinary Design, Parsons School of Design  
Dean's Merit scholarship, Dean's Office award for Graduate Student Travel

Honors Bachelor of Arts (major in Ethics Society and Law, minors in philosophy and psychoanalytic thought), University of Toronto

Certificates: Certificate in Information Design (University of Toronto), Certificate in Web Development (Centennial College)