

JERRA MURPHY

UX Design Leadership

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EXPERIENCE

GENERAL MOTORS

Product Design Lead | GM Future Roads | 2020-Present

- Drove the strategic and creative vision for [GM Future Roads](#), a connected vehicle SaaS data insight platform and mobile tools with Global Strategy & Innovation [OnStar Business Solutions](#).
- Facilitated strategic design collaboration across 6 internal enterprise partners; business, product development, data science, hardware technology, Research & Development, and Global Market Research.
- Managed and consulted on 3 customer pilot partnerships and Smart City initiatives.
- Navigated and negotiated company joint development partnerships and contracts.
- Led a team of designers on the MVP design, development and launch of two beta tools which ultimately succeeded in the market and went on to a nationwide product launch.
- Accelerated a product launch timeline and refactored product requirements to align to new product opportunities available with government policies and funding.
- Managed resource allocation, work assignments, and prioritization in coordination with stakeholders, partners, and the CX design leadership team.
- Ultimately responsible for delivery of work across the design team; reviewed and evaluated deliverables to ensure high-quality outputs.

Sr. UX Research & Design Strategist | GM CX Ventures / First Mile | 2019-Present

- Built the incubation research practice for the GM CX Ventures / First Mile design team.
- Pioneered new research protocols and collaboration frameworks for the team through a remote-first workforce transition.
- Worked with business partners and the Global Strategy & Innovation team to explore growth opportunities.
- Led initiatives through a lean process that included ideating, incubating, testing and delivering on the next generation of ideas.
- Provided guidance, support, and coaching to design team members and cross-functional partners to enable their success.
- Projects include Maven car sharing web admin and booking experience, [CarZuo](#) mobile maintenance, [Future Roads](#) connected vehicle data insight platform, and [OnStar Insurance](#).
- Facilitated strategy and incubation workshops for multiple projects including [GM Defense](#) lunar rover mobility solutions, [Brightdrop](#), GM External Data Licensing and iHub.
- Served on the leadership team for [Women in Data Science at GM](#).

SKILLS

Leading Teams
Strategic Planning
Facilitation
Presentations
Workshops
Design Studios
User Interface Design
User Research
Project Management
Usability Testing
Concept Testing
Analysis
Prototyping
Design System
Mentoring

TOOLS

Miro
Sketch App
UX Pin
Axure RP
Adobe Creative
Figma
Jira
TFS

AWARDS

Analytics Excellence
Award 2022 | Predictive
Analytics
GM Future Roads

EXPERIENCE *continued*

ZILLIANT

UX Design Lead | SaaS Product Design | 2018-2019

- Managed all UX projects at [Zilliant](https://www.zilliant.com) and led a multi-disciplinary team of designers, engineers, PMs, and developers.
- Established a focus on iterative user-centered design that included facilitating workshops, sprints, and design studios and incorporated research and testing.
- Partnered with strategic business partners to advocate for user needs, manage constraints, and review research insights and product opportunities to promote balanced product decision-making.

INDEPENDENT CONSULTANT, FREELANCE DESIGN

Owner | 2006-Present

- Established a business with a broad client base to design a diverse range of projects for small businesses, start-ups, and large enterprises launching new products and services. Discovered the right problems to solve, managed sub-contracted talent, finances, schedules, client relationships, project scope, and delivered within deadlines and business constraints. Clients include [Exxon Mobile](https://www.exxon.com), [Dun & Bradstreet](https://www.dunandbradstreet.com), [Flux Bucket](https://www.fluxbucket.com), and more.

FLUX BUCKET

UX Design Strategy Consultant | 2021 (contract)

- Partnered with Flux Bucket to mentor junior designers, define UX playbook, map client customer journey, & create supporting frameworks, methodologies & templates.

UX Design Lead | Mobile-First Responsive | 2017-18 (contract)

- Led the full-scope UX process for an e-commerce beauty platform. Explored market viability & discovered & defined value propositions through research. Designed a mobile-first responsive UI to provide a simple, pleasing, effective means for users to purchase high-quality goods from a trusted marketplace.

UX Design Lead | Mobile Responsive | 2017 (contract)

- Spearheaded the UX, research, & design for a legislative tracking application for a government relations firm. Crafted a subscription-based product design & a marketing web design for the new product launch.

DUN & BRADSTREET

UX Lead | Enterprise Design | 2017-18 (contract)

- Partnered with executives & a national firm as the UX lead for D&B's global enterprise data project. Created three new integrated interface products using a semantic ontology paired with a user-centered approach to problem-solving focused on achieving business goals through research, prototyping, design, and outcome analysis.

PUBLICATIONS

Building Engaged Teams for a Better 2021

Webinar

February 2021

Advocating for UX in the Enterprise

Miro Distributed

Conference 2020

<https://www.youtube.com/watch?v=8vAflOfTuoU>

October 2020

Rosenfeld Media

Conference 2020

<https://www.youtube.com/watch?v=hjQc4M5XNeQ>

September 2020

Moms Making it Work from Home

Speaker Panel

April 2020

50 Essential UX Portfolios (2019 Edition)

UX Collective by Kyrillos

Samaan, Featured Portfolio

<https://uxdesign.cc/50-essential-ux-portfolios-2019-edition-38d87fccd998>

January 2019

CERTIFICATIONS

SaFE Agile

User Experience Design

General Assembly

EDUCATION

BA | Religious Studies

Nebraska Christian