



# Stephanie Murray

UX Designer, Creative Technologist

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May 2023 - August 2023

## Design Technologist

*Universal Orlando Resort*

- Work closely with Design Systems Manager to establish and refine token architecture, ensuring usability and efficiency across a multi-platform component library
- Collaborate with designers to maintain consistent utilization of the component library, investigating the need for refinements and additional variants as needed
- Facilitate early & frequent communication between engineering and design system teams to identify performant workflow opportunities

## BACKGROUND

I have a lifelong passion for design: I've been doing it since 2001. I love keeping up with creative trends and learning new technologies. I'm currently pursuing a bachelor's degree in Digital Media and using my background in frontend development to explore exciting avenues that bridge technology & human interaction.

I'm currently open to long-term career opportunities within a team setting. I may also consider contract and internship opportunities with the right company!

September 2022 - March 2023

## UX Designer

*Pocket Made*

- Led, created, and owned multiple end-to-end design systems in Figma, including storyboards, wireframes, and fully interactive high-fidelity prototypes
- Collaborated with Product Owners, QA team, and Engineers in an Agile environment during all stages of design cycle
- Worked with engineering to build standardized component sets in Figma that aligned with active development frameworks and UI libraries
- Conducted design audits, research, and testing to identify opportunities for improvement and solve for pain points. Collaborated with UX Research to integrate user insights and findings into design planning and priorities
- Responsible for UX documentation and participating in developer handoff, drawing from engineering experience to suggest possible solutions when appropriate
- Worked closely with the Creative Leadership Team to ensure product visual design remains loyal to brand image and communicates clear understanding of industry-specific design patterns

## SKILLS & TOOLS

- ❖ Figma, Adobe XD, PS
- ❖ HTML+CSS+JS
- ❖ Wordpress & ACF
- ❖ User-centered UX/UI
- ❖ SEO & Google Analytics

## EDUCATION

- ❖ BA - Digital Media  
(*In progress*)  
Seminole State College

December 2021 - May 2022

## Frontend Web Developer

*IntuitSolutions Inc.*

- Develop dynamic Ecommerce themes from Figma designs using the Stencil CLI theme engine
  - Use knowledge of HTML, CSS, JS, Handlebars & JSON to develop and implement data-driven solutions
  - Perform full-site audits to identify accessibility and SEO issues and create action items to address problem areas
  - Keep client Git repositories up to date; Create issues for all tasks; follow company guidelines for branching & merging
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2021 - CURRENT

## Owner & Freelance Web Designer

*Pixelfly Design LLC*

- Helped clients identify areas of improvement in their digital marketing strategy and develop an actionable marketing plan
  - Design functional prototypes using Figma or Adobe XD; Incorporate client feedback into revisions
  - Design graphics and web elements using Photoshop & Illustrator
  - Develop custom WordPress themes using HTML/CSS, JS/jQuery, PHP, Bootstrap. Integrate ACF when needed. Test websites within a local environment and migrate to a live server
  - Implementation of page builders such as Elementor, Divi, and BeaverBuilder when necessary
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June 2021 - December 2021

## Wordpress UX/UI Developer

*Next Horizon*

- Created website and mobile app wireframes & prototypes according to client goals and content planner. Plan effective user flows using research-based UX strategies
- Design high-fidelity prototypes to present to project stakeholders for approval
- Led a team in the design of a large service-based admin-facing web application. Offered guidance to other designers and worked with lead developer to strategize cost-effective solutions
- Developed custom Bootstrap-based Wordpress themes with ACF Pro using valid HTML5 & WCAG-accessible CSS
- Performed monthly accessibility, technical, and usability audits on existing websites. Logged areas of concern and potential improvements for stakeholder approval & implemented changes within allotted retainer time



September 2020 - June 2021

## **Website Support**

*1-2-1 Marketing, Inc.*

- Developed engaging UI solutions to accommodate extensive website content changes in HTML, CSS, JS, and PHP within Joomla & Wordpress-based websites
- Created & led effective client campaigns using engaging copy and graphic design within email marketing & website advertising, while adhering closely to client brand guidelines
- Identified and deployed successful remarketing opportunities within email lists of up to 35k subscribers by creating targeted lists using data from analytics and POS systems
- Worked with clients directly to develop actionable digital marketing strategies for large events and special promotions