



SERINA MURPHY

UX/UI DESIGNER

EXPERIENCE

UX/UI Designer / Fear Free LLC

JUL 2021 - PRESENT (REMOTE)

Plan and conduct user research through contextual interviews and surveys for various member segments of the fearfreepets.com website. Interpret data and provide qualitative feedback for design direction. Develop an internal design system, as well as, determine information architecture and create sitemaps. Identify target user personas, develop design specifications, create full-fidelity mockups and interactive prototypes for review. Conduct usability testing and make regular updates to the WordPress site. Partner with cross-functional teams including C-suite, developers, and customer experience to conceptualize and craft designs for features across Fear Free's ecosystem of websites.

Freelance Product Designer / The Guac Group

SEP 2020 - JUL 2021 (REMOTE)

Responsible for project management, research, design, and prototyping in a team that worked on numerous clients including a website redesign for a law office, a responsive website design for an e-commerce site, and conceptualized a solution for a children's occupational therapy health app during the pandemic. Performed brainstorming and sketching. Conducted primary & secondary research, and created personas, user flows, scenarios and wireframes. Created full-fidelity screen designs and prototypes to test assumptions and concepts.

Customer Success Manager / Aarki Inc.

JUL 2014 - MAR 2015 (MOUNTAIN VIEW, CA)

Managed key client accounts and ensured excellent experiences that led to increased spending on rich media and video within Aarki Studio, a SaaS HTML 5 interactive ad creation and analytics platform. Conducted campaign analyses, formulated conclusions, and presented to executive management. Managed team calendars, booked, and led meetings between account managers, internal product managers, and designers. Led cross-functional teams for custom client campaigns to ensure timely and effective advertising launches within a high-paced, changing start-up environment.

Campaign Project Manager / Disney Interactive

SEP 2013 - MAY 2014 (PALO ALTO, CA)

Oversaw mobile, social, and online advertising campaigns for Disney Mobile and Disney Social games unit. Owned process improvement for launching premium advertising campaigns by evaluating roadblocks and issues, creating and testing a new process, getting buy-in for all stakeholders, and launching to AM team. Prepared concise, impactful written reports and oral presentations for senior executive meetings. Spearheaded, produced, and implemented a new process for Ad Ops, Account Managers, and Campaign Managers to improve efficiency and reduce rework.

Senior Campaign Manager / Miniclip America

MAR 2011 - SEP 2013 (FOSTER CITY, CA)

Managed internal and external ad campaigns for key accounts, including managing a team of direct reports. Served as a custom advertising expert within the organization. Governed the collection and integration of advertising assets from clients while working closely with creative and game developers to ensure custom builds, creative design, and that property met ad specifications. Increased department productivity by establishing excellent rapport with established clients, successful onboarding of new publishers, and developing new, efficient campaign processes. Resulted in a 50% increase and new hire. Collaborated with five cross-functional teams within multiple international offices to launch campaigns.

♥ <http://serina.art>

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EDUCATION

San Jose State University
Masters in Occupational Therapy
3.94 GPA

Santa Clara University
B.S. Psychology

Avocademy
UX/UI Bootcamp
Certification

SKILLS

UX/UI Design
Sketching/Drawing
Wireframing
Prototyping
User Interviews
User Flows
Research Synthesizing
Information Architecture
Executive Partnership
Competitive Analysis
Orchestrating Operations
Team Player & Self-Starter
Project Management
Solution-Oriented
Creative Direction
Design Interaction
Basic HTML/CSS Knowledge

TOOLS

Figma
Sketch
Adobe (XD, Illustrator, Photoshop)
InVision Studio
JIRA/Atlassian
Monday
Slack
Mural
Miro
Keynote