



SERINA MURPHY

UX/UI Designer

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serina.art

EXPERIENCE

UX/UI Designer | Fear Free, LLC | July 2021 - Now

Partner with cross-functional teams including C-suite, developers, and customer experience to increase engagement and purchases by improving the experience across Fear Free's ecosystem of websites, and further building our design system.

Freelance Product Designer | The Moment Studio | October 2020 - July 2021

Redesigned website for the Law Office of Silvio Amico improving UX and rebranding, designed onboarding and core experience for Living Beam's virtual candle lighting, and conceptualized a solution for a children's occupational therapy health app during the pandemic.

Customer Success Manager | Aarki | July 2014 - March 2015

Oversaw key client mobile advertising accounts (Zynga, Disney, and Toyota) 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.

Campaign Project Manager | Disney Interactive | September 2013 - May 2014

Owned mobile advertising campaigns for Disney Mobile and Disney Social games unit and developed new collaborative processes by evaluating roadblocks and issues across internal teams, creating and testing a new process, getting buy-in for all stakeholders, and implementation with account management and ad operation teams.

Senior Campaign Manager | Miniclip | March 2011 – September 2013

Managed the collection and integration of advertising assets from clients while working closely with creative and game developers to ensure custom builds, creative design, and successful launches. Resulted in 50% efficiency gain and additional \$4M in advertising revenue.

OUTSIDE THE 9-5

Mentor at Avocademy

Guiding coursework, giving project feedback, and coaching portfolio development with design students in Avocademy.

EDUCATION

UX/UI Bootcamp Certification | Avocademy

Masters of Science in Occupational Therapy | San Jose State University

My approach to design is similar to my thinking as an occupational therapist. I work through each design project with the intention of creating meaningful experiences by implementing empathy, clarity, and a touch of fun.

Bachelors of Science in Psychology | Santa Clara University

SKILLS

UX/UI Design, Product Design, Atomic Design, Wireframing, Site Maps, Journey Maps, User Flows, User Interviews, Research Synthesizing, Personas, Rapid Prototyping, Design Systems + Style Guides, Usability Testing, Basic CSS, Tools (Figma, FigJam, Adobe XD, Sketch), InVision Studio, Monday.com, Mural, Miro, Typeform, Lookback.io