



SERINA MURPHY

PRODUCT DESIGNER

EXPERIENCE

Freelance Product Designer / The Guac Group

SEP 2020 - PRESENT (REMOTE)

Responsible for project management, research, design, and prototyping in a team that worked on numerous clients including a website redesign for a local law office, a responsive website design for a candle company, a mobile sales concept for a local bakery, 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 high-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.

Senior Account Manager / Yahoo! Inc.

AUG 2006 - MAR 2011 (SUNNYVALE, CA)

Acted as the primary point-of-contact for client accounts and led day-to-day management and optimization of campaigns. Provided strategic and tactical guidance to clients through creating and editing RFPs, PPT decks, and client meetings/presentations. Championed training on new in house ad server as training lead for team during transition, enabling minimal impact on operations and revenue or delivery of ad campaigns.

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EDUCATION

San Jose State University
M.S. 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
Information Architecture
Executive Partnership
Customer Service
Orchestrating Operations
Team Player & Self-Starter
Supportive Mentor
Project Management
Solution-Oriented
Creative Direction
Design Interaction

TOOLS

Figma
Sketch
Adobe (XD, Illustrator, Photoshop)
InVision Studio
JIRA/Atlassian
Trello
DFP/DSM
MS Office
Google Suite
Keynote/PowerPoint