**MARINA MURRAY**

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[LinkedIn](https://www.linkedin.com/in/marina-st-murray/) | Brazilian Citizen / Fully Eligible to Work in Mercosur | [Portfolio](http://marina-murray.com) | [Video CV](https://app.willotalent.com/show/maaLeb/)

**UX DESIGNER | PRODUCT DESIGNER | UX RESEARCHER | USER-CENTRIC DESIGN SOLUTIONS**

Passionate bilingual (Portuguese and English) UX/UI Product Designer, skilled in crafting exceptional experiences for mobile and desktop platforms. Proven leader in the end-to-end development of products, specializing in Figma, Adobe XD, and A/B testing. Holds a Professional Diploma in UX Design and a Google UX Design Specialization. With a senior-level background, focuses on design thinking, time efficiency, and remote collaboration, thriving in dynamic environments. Interned at Primark, contributing to innovative design strategies.

**Tools:** Notion | Miro | Mural | Marvel | Padlel | Google Jamboard | A/B testing | Figma | Adobe XD | Figjam | Photoshop | Illustrator | Lightroom | InDesign

**Skills:** Design Thinking | User Research and Analysis | B2B/ B2C | Wireframing and Prototyping| Iterative Design | User Flow | Interaction Design | Usability Testing | Market Research | Persona | User-centred Design | Creative and Analytical Skills | UI Design | UX Design | Graphic and Visual Design | IOS, Android and web platforms | Strategically thinking | Typography | Problem-solving | HTTP | CSS | Javascript

**EDUCATION**

* **UX Design Diploma** | Google (Coursera), Online | Dec 2023 - March 2024
***Relevant Modules:*** *Build Dynamic User Interfaces (UI) for Websites; Create High-Fidelity Designs and Prototypes in Figma; Conduct UX Research and Test Early Concepts and Build Wireframes and Low-Fidelity Prototypes.*
* **Professional Diploma in UX Design (Irish NFQ Level 6)** |UX Design Institute, University College Dublin, Ireland | Aug 2023 - Feb 2024
* **Postgraduate Diploma in Creative & Cultural Entrepreneurship (Irish NFQ Level 9)** | Trinity College Dublin, Ireland | Jan 2022 - Jun 2022
* **Fashion Design | Sallynoggin College of Further Education Dublin, Ireland (Irish NFQ Level 6) |** Sep 2018 – Jun 2019
* **Bachelor's degree in Fashion Design (Irish NFQ Level 8)** |Belas Artes University Centre of Sao Paulo, Brazil | Feb 2012 - Dec 2015

**PROJECTS I HAVE DONE AS A UX/UI DESIGNER:**

* ***Project EaseWheels:*** Led **end-to-end** development of EaseWheels, a tailored car rental app, emphasizing speed, simplicity, and **user-friendliness**. Conducted comprehensive **research and executed UX design and usability testing**, optimizing **usability** through a **research-centric approach**. Delivered a **clickable prototype for user testing** and **detailed wireframes for UI designers**, showcasing expertise in u**ser-centric design** and seamless project transition to developers*.*
* ***Project Santo Felino:*** Spearheaded the enhancement of **the Santo Felino Cat Sitting website,** focusing on improving the **online experience for clients**. Conducted thorough **research to identify user preferences** and **pain points**, leading to strategic **UX design and usability testing initiatives**. Developed and delivered a **user-friendly clickable prototype**, accompanied by detailed **wireframes for UI designers**, highlighting a commitment **to user-centric design principles**. Successfully **optimized usability through a research-centric approach**, ensuring seamless project transition to developers and ultimately enhancing **user satisfaction and engagement**.

**PROFESSIONAL EXPERIENCE
Product Designer |Santo Felino, Brazil (**[**Website**](http://www.santofelino.com/)**) | Mar 2024 – Present**

*Cat Sitting Services in Sao Paulo, Brazil*

* Embarking on an entrepreneurial journey with *Santo Felino* Cat Sitting Services
* Identifying gaps in the existing website
* Realizing the need for a more intuitive platform
* Setting clear goals through user research
* Developing a detailed research plan
* Combining qualitative and quantitative techniques
* Recruiting a diverse sample of participants
* Conducting usability testing sessions and interviews
* Identifying areas for improvement based on findings
* Developing a design system to ensure consistency and scalability
* Guiding the design process to increase user satisfaction
* Aiming to create a platform promoting user engagement and loyalty
* Implementing improvements to enhance the online experience

**Product Designer | Brandwell, Ireland (**[**Website**](http://www.brandwellgroup.com/)**) | Jul 2021 – Dec 2023**

*One of the Leaders of Accessories and Gift wholesalers in Ireland and the UK.*

* Development of the entire user journey aligned with business requirements, brand, and user needs.
* Translation of proposals for improvements and new features into prototypes.
* Collaboration and interaction with other teams and professionals to ensure consistency across all systems.
* Organized project documentation and its deliverables, actively contributing to project delivery alongside development teams.
* Leadership in creating products, prototypes, and other deliverables to effectively communicate design visions.
* Creation, maintenance, and evolution of the company's design system, establishing standards for constantly evolving design systems.
* Close collaboration with international manufacturers to ensure the successful delivery of the final product, maintaining responsibility for design execution.

***Clients:*** *Dunnes, Arnortts, Kilkenny Design, Pamela Scott, and Retail around the whole of Ireland and the UK.*

***Achievements:***

* Managed multiple projects concurrently, demonstrating superior time estimation, organizational skills, and the ability to adhere to deadlines and budgets. Maintained a high level of accuracy and attention to detail throughout the design process, ensuring the quality of the final product.
* Mastered remote communication with Chinese manufacturers, ensuring smooth collaboration.
* Achieved brand recognition in the Irish and UK markets, optimizing bag families and improving jewelry gift box designs for Dunnes, boosting performance and customer satisfaction.
* Displayed professionalism concerning time, budgets, and deadlines, utilizing multimedia presentation software such as Keynote and/or Google Slides to effectively communicate design proposals. Exhibited advanced proficiency in English to facilitate clear and concise communication in a professional context.
* Demonstrated a high level of individual initiative and adaptability, displaying strong prioritization, organization, and personal management skills.

**Designer Freelancer | Self-Employed, Ireland | Apr 2020 – May 2021**

*Bespoke Gender-Neutral Wear and Accessories Fashion Brand.*

* Established a gender-neutral fashion brand, emphasizing slow fashion practices.
* Utilized direct customer feedback to refine products and sales strategies.
* Demonstrated adaptability in accommodating client changes and unexpected shifts.
* Kept up-to-date and gathered inspiration from the latest design trends, industry best practices, and emerging technologies.
* Diligently communicated project status and adhered to agreed-upon deadlines with clients while juggling multiple projects and priorities.

***Projects and clients:*** Created digital assets for social for various clients in Retail, Hospitality, Beauty, and Professional services.

***Achievements:***

* Built a sustainable, gender-neutral fashion brand emphasizing slow fashion practices.
* Utilized direct customer feedback to refine products and sales strategies, ensuring a consumer-centric approach.
* Demonstrated adaptability in accommodating client changes and unexpected shifts.
* Navigated challenges posed by evolving client preferences, exhibiting resilience and problem-solving skills.

**Designer Intern | Primark, Ireland (**[**Website**](http://www.primark.com/)**) | Nov 2019 – Feb 2020**

*Leading International Clothing Retailer.*

* Effectively identified and integrated trends, enabling collaborative discussions and informed strategic planning aligned with customers’ needs.
* Proactively solicited feedback early and often from senior-level designers and stakeholders to ensure the integrity and quality of your work
* Utilized diverse research methodologies to understand consumer preferences.
* Produced comprehensive consumer and trend reports, shaping design decisions.
* Orchestrated creation of mood boards, refining design concepts based on identified trends.
* Kept up-to-date and gathered inspiration from the latest design trends, industry best practices, and emerging technologies.

***Achievements:***

* Effectively identified and integrated trends, enabling collaborative discussions and informed strategic planning aligned with user needs.
* Prepared comprehensive consumer and trend reports, acting as foundational documents that significantly influenced and shaped design decisions.
* Implemented creative strategies derived from thorough research, ensuring a seamless fusion of design concepts with identified user preferences, enhancing the user experience.

**Designer Intern | Uniformal, Ireland (**[**Website**](https://www.uniformal.ie/)**) | Apr 2019 – Oct 2019**

*Bespoke and Manufactured Corporate Wear.*

* Conceptualized and designed a specialized uniform for Microsoft, elevating brand identity.

***Achievements:***

* Elevated Microsoft's brand image through a meticulously designed tailored jacket uniform.

**Customer Support | Sports Direct, Ireland (**[**Website**](https://ie.sportsdirect.com)**) | Jul 2018 – Nov 2019**

*Largest Sporting Goods Retailer.*

* Implemented customer-centric approaches to enhance customer experiences.
* Utilized visual merchandising strategies, increasing product visibility and sales.

**Content Designer and Photographer Leader | Simpliz, Brazil (**[**Website**](https://www.agsimpliz.com/)**) | Dec 2016 – Oct 2017**

*Photography and Content Production Agency.*

* Orchestrated content creation and streamlined photo editing processes, improving efficiency.
* Employed diverse studio photography techniques, showcasing visual aesthetics.

**Junior Research | Kayla, Brazil (**[**Website**](https://www.instagram.com/kaylaplussize/?hl=en)**) | Dec 2015 – Dec 2016**

*Wholesale Women's Fashion Brand.*

* Conducted market research and utilized trend forecasting tools for user-centric design solutions.
* Applied acquired insights throughout various project stages, showcasing structured problem-solving abilities.

**FURTHER EDUCATION / CERTIFICATIONS**

* **Meta Front-End Developer Professional Certificate** | Coursera, Online | Apr 2024 – May 2024
* **Excel 2016 Microsoft Office Specialist** | Cenit College, Online | Dec 2020 Apr 2021
* **Advanced English Diploma** | Griffith College, Ireland | Nov 2017 Jul 2018
* **Photography Diploma** | PrimeLight Photography, Brazil | May 2016 Dec 2016

**ADDITIONAL INFORMATION**

**Languages:** Portuguese (Native) | English (Native proficiency) | French (Beginner: In progress)

**Other projects:** Fashion Event: Finalist in major events like "GOTTEX SHOW 2015" and my fashion creation was exhibited in "MUBA Design Week 2014."

**Volunteering:**

* **Customer Service Volunteer |** Oxfam | 2018 - 2018
* **Costume Designer Assistant Volunteer |** Teatro Marcos Lindenberg | 2012 - 2014.