Venkat Murali

USER EXPERIENCE DESIGNER   venkat.k.murali@gmail.com   venkatmurali.com

EXPERIENCE

Lead UX Designer at American Medical Association
Jan. 2018 - Present
Hired and mentored members of a rapidly growing UX Architecture team. I managed team performance, project scoping, budgeting, and strategic positioning leading to the delivery of best-in-class AMA products.
I empower strategic design, balancing user and business goals.

Sr. UX Designer at American Medical Association
Dec. 2016 - Jan. 2018
Spearheaded complete redesign of multiple enterprise systems increasing nationwide physician engagement. Solutions include large-scale LMS, member acquisition funnel, single sign-on, enterprise search, and outreach campaigns.
I embrace systems thinking with a user-centered approach.

UX Designer at DESIGNATION
Nov. 2015 - Dec. 2016
Worked with clients providing UX support to enhance overall product experience. I managed junior designers on client facing projects while providing end-to-end UX support on internal projects.
I work with clients and build capacity in junior designers.

UX Designer at The Simple Good
Apr. 2015 - Jul. 2015 *(3 month contract)*
Led the redesign of an NPO's website. I improved site navigation, page layouts, and the photo blog experience. I also provided post-handoff support to visual design and development teams.
I deliver end-to-end user-centered product solutions.

Software Engineer / UX Designer at Vail Systems
Jan. 2013 - Nov. 2015
Provided usability and user research support for proprietary call routing web apps. I provided client- and server-side programming support for proprietary web applications.
I design solutions within technical constraints.

Software Test Engineer at Vail Systems
Aug. 2011 - Jan. 2013
Identified and diagosed performance bottlenecks of embedded system APIs and improved the run-time of the automated test suite from 7 days to 4 days.
I build and deploy applications for product support.

SKILLS

Research
Stakeholder interviews
User interviews
Quantitative surveys
Web metrics analysis
Competitive analysis
Heuristic analysis
Personas

Strategy
User flows
Task analysis
Sitemaps
Product values
Features roadmap

Prototyping
Sketched wireframes
Lo-fi wireframes
Hi-fi annotated wireframes
Interactive prototypes

Testing
User recruitment
Usability test plans
Usability test facilitation
Test analysis and reporting

Execution
HTML/CSS/JS templates
Object-oriented programming
Application testing

QA
Functional, regression, smoke, load
Automated test suite enhancements
Test environment setup
Test plan creation
Application requirements analysis

PM
Agile project management
Google Design Sprint management

TOOLS

Research
Google Analytics

Prototyping
Sketch	POP
Axure	Moqups
Invision	Photoshop
Proto.io	Illustrator

Development
HTML	Jquery
CSS	Ruby on Rails
Javascript	Git
AngularJS	

QA	PM
C	Jira
C++	Confluence
Perl	Redmine
Python	Trello
Bash	Basecamp
Selenium	
SOAP	
REST	
Audacity	

EDUCATION

B.S. Mathematics and Computer Science
Minor in Psychology
University of Illinois at Chicago - 2011