

Venkat Murali

USER EXPERIENCE DESIGNER

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venkatmurali.com

EXPERIENCE

Freelance UX Designer at VM Solutions

May 2019 - Present

Provided contractual services in user research, information architecture, and interaction design for a wide variety of mobile and web clients. Notable clients included Capital One, BollyX Fitness, and Office of Experience Digital Agency.

I drive revenue by developing end-to-end UX strategy for clients and teams of every size.

Lead UX Designer at American Medical Association

Jan. 2018 - May 2019

Led the redesign of site-wide login experience. Integrated 3 social sign-in platforms in accordance with GDPR, HIPPA and PII regulations, resulting in 38% increase in account creations. I provided mentorship and direction as a people manager, with our team performing in the top 15th percentile of the division.

I embrace systems thinking with an outcomes-based approach.

Senior UX Designer at American Medical Association

Dec. 2016 - Jan. 2018

Redesigned Apply-Renew member acquisition experience, from research to implementation, as part of a multidisciplinary agile product team. Our solution resulted in an 11% decrease in drop-offs and 3.7% increase in successful conversions, generating \$3.2MM revenue (original target = 2% increase).

I empower strategic design, balancing user and business goals.

UX Designer at Designation

Nov. 2015 - Dec. 2016

Provided UX support for early-stage startups while creative directing teams of 3-4 junior designers on client-facing projects. I drove CX strategy for our internal service model and remote learning platform, and instructed classrooms of 15-20 design students on a weekly basis.

I build relationships with clients and build capacity in junior team members.

UX Designer at The Simple Good

Apr. 2015 - Jul. 2015 (3 month contract)

Redesigned website for an NPO providing arts education for children with varying degrees of reading proficiency in underserved communities. I conducted contextual inquiries with students and teachers, analyzed web traffic and accessibility guidelines to improve site navigation, page layouts, and dynamic photo blog.

I design for inclusion and consider diverse user groups when delivering UX solutions.

UX Designer at Vail Systems

Jan. 2013 - Nov. 2015

Conducted usability tests, stakeholder interviews, and customer feedback analysis to enhance usability of enterprise call routing web applications. I delivered prototypes in code, reducing development costs by an average 15%.

I thrive in multidisciplinary environments, accounting for delivery within technical constraints.

Software Engineer at Vail Systems

Aug. 2011 - Jan. 2013

Provided client- and server-side programming support for proprietary web applications. I identified and diagnosed performance bottlenecks and improved the run-time of the automated test suite from 7 days to 4 days.

I build and deploy scalable and reliable applications for product support.

SKILLS / TOOLS

Research

Google Analytics
Quantitative surveys
Qualitative interviews
Competitive analysis
Heuristic analysis

Strategy

User flows
Task analysis
Sitemaps
Product roadmaps

Prototyping

Sketch POP
Axure Moqups
Invision Photoshop
Proto.io Illustrator

Testing

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

Development

HTML / CSS Ruby on Rails
Javascript Python
AngularJS C
Jquery C++

QA / Automation

Perl SOAP
Selenium REST

EDUCATION

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