

Michael Murphy

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EDUCATION

Master of Business Administration (MBA)

May 2024

The University of Texas at Austin, McCombs School of Business, Austin, TX

Master of Arts in Graphic Design (MA)

April 2018

Savannah College of Art & Design, School of Design, Savannah, GA

Bachelor of Arts in English (BA)

May 2010

The University of Texas at Austin, College of Liberal Arts, Austin, TX

EXPERIENCE

The Vanguard Group, Dallas, TX

2022 - Present

Senior UX Digital Product Strategist

- Plan & roadmap divisional level digital product strategy for individual investors using design thinking through the lens of Jack Bogle's principles – to date creating over \$183 million in client value generated from digital FinTech experience improvements
- Lead organizational product change initiative to uncover silos and nurture transformational ideas reaching market
- Lead design thinking workshops with subject matter experts, designers, and clients to drive user-centered innovation
- Develop and organize delivery of product strategies driving long-term, goal based financial investment behaviors

CVS Health, Dallas, TX

2021 - 2022

Senior Manager UX Product Design

- Led agile design team as a player and coach at CVS Innovation Lab developing enterprise software products
- Acted as principal product designer on an internal CVS startup - pharmaceutical sales reporting software - Zinc Health generating \$1 billion in new revenue in its first twelve months after launch
- Evangelized design thinking to executive leadership by leading workshops and creative thinking introductory activities
- Led team of 5 designers conducting primary user research, design studios, requirements refinement, wireframing and weekly iterations leading toward functioning MVP cloud-based healthcare software products
- Realigned CVS design practice through expanded talent recruitment, design workshops, mentoring, and revisioning of organizational architecture to better support innovation and speed to market growing team by 100% over 9 months

Vistra Corp, Dallas, TX

2016 - 2021

Manager of User Experience Design

- Acted as UX Manager for three online retail consumer electricity fighter brands: 4Change Energy, Express Energy, and Veteran Energy within the Vistra Energy, a Fortune 500 family of brands
- Played key role in growing the customer book from 30k clients to more than 200k in a highly competitive consumer electricity market through innovative programs like 1-click renewals and weather-based usage alerts
- Managed communication marketing for 3 consumer brands using emails, abandon funnels, customer journeys, and renewal campaigns to grow and keep loyal customers
- Spearheaded agile development team adoption by product, dev, and design groups

ADDITIONAL BACKGROUND

- **Leadership:** Experience motivating & coordinating cross-functional teams to achieve product and business goals.
- **Business Acumen:** MBA level understanding of business strategy, finance, marketing, and analytics.
- **Communication:** Team player with excellent verbal and written communication skills, with the ability to articulate design & business strategy across disciplines: leadership, design org, technology, and product.
- **Design & UX:** Expertise in leading user-centered design thinking principles, research, wireframing, prototyping, usability testing, and post-launch analysis pairing both qualitative and quantitative dimensions.
- **Technical:** Proficient in agile tools (Azure, Jira, Rally), Proficient in design and prototyping tools (e.g., Adobe Creative Suite, Figma, InVision, FigJam, Miro, Mural), Proficient in Microsoft Office (Excel, word, PowerPoint).
- **Work Eligibility:** Eligible to work in the United States with no restrictions