KARIYMA MURPHY

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SUMMARY

Experience design professional committed to empathetic and strategic design, with experience connecting engineering, product management, legal, and compliance teams to drive measurable improvements.

EDUCATION

Maryland Institute College of Art   **August 2013 - May 2017**
Bachelor's, Graphic Design   *GPA: 3.7*

WORK EXPERIENCE

Freelance   **Remote**
Designer   *May 2019 - Present*
- Delivered experience map of marketing materials for PCORI-funded research study
- Collaborated with and consulted clients for creative projects, including print magazines, social media campaigns, mobile apps, and websites.
- Built behavior modification AR filter encouraging healthy habits reaching ~2k potential study participants on launch.

Capital One   **Remote**
Principal Designer, Data Ethics & Privacy Office   *February 2021 - August 2022*
- Reduced risk by anticipating downstream product features, ensuring privacy-by-design and compliance with CPRA (California Privacy Rights Act of 2020) well before the law went into effect.
- Influenced roadmap of customer-facing privacy experiences and employee-facing request fulfillment processes, ensuring collaboration between delivery partners and across experiences.
- Operated autonomously to identify user needs through empirical analysis and addressing automation opportunities, resulting in a 50% decrease in the number of days to process requests and saving employees approximately 500 hours of average monthly time-on-task.

Truist   **Atlanta, GA**
Senior UI Designer, Commercial Banking   *May 2020 - December 2020*
- Served as the primary liaison between the development and enterprise design teams to proactively manage delivery impacts from upstream.
- Organized documentation with version control and asset management software to manage feature delivery.
- Ensured consistent transfers and bill pay user experience across 200 screens in Figma, covering multiple device sizes and operating systems.

KPMG   **Baltimore, MD**
Consultant, Digital Transformation   *October 2017 - April 2020*
- Consulted for digital transformation clients, leveraging customer interviews and knowledge of UX/UI design principles to expand software-as-a-service (SaaS) products for clients.
- Interfaced with project stakeholders and refined customer strategy within a tight 3-week deadline for a forecasting product launch.

PROJECTS & OUTSIDE EXPERIENCE

Canopy Atlanta, *Documenter*   Atlanta, GA, *March 2023 - December 2023*
- Researching, taking notes at Atlanta City Council meetings, and editing notes to report news on local government in unbiased and accessible language within a 48-hour turnaround.

SKILLS

Product development, competitive analysis, usability research, market research, agile, graphic Design, web and mobile design systems, writing user requirements, agile, scaled agile, and stakeholder alignment. **TOOLS:** Jira, Rally, Sharepoint, Teams, Slack, Excel/Numbers/Sheets, Figma, Adobe Creative Suite 2023, HTML/CSS, JavaScript, usertesting.com, Eleventy, Git, Github.com, and Microsoft 365.