

ALYSSA MURRAY

Product Designer

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alyssamurray.com

EXPERIENCE

Instacart

Senior Product Designer • May 2021 - July 2023

I played a key role in helping the company prepare to IPO. My work significantly increased customer tips for shoppers, and improved the design of the shopper experience, including onboarding, earnings, and safety.

Thumbtack

Product Design Manager • Dec 2019 - Feb 2021

Design Lead • Mar 2019 - Dec 2019

Senior Product Designer • Sept 2017 - Mar 2019

I helped Thumbtack transform their product to become the best app for homeowners to find local professionals. Led design for Pro and Customer experiences that resulted in sizable business impact, including a new product on the mobile apps that increased key metrics by 28%.

Hawk & Bloom Design Studio

Founder & Freelance Designer • October 2016 - Jan 2018

I started a design studio and designed brands, websites and digital products for a variety of clients including entrepreneurs, tech companies such as Square, and social good organizations.

Change.org

Product Designer • November 2015 - September 2016

Led design for the Change.org blog, empowering people to find and share meaningful social change content online. I also worked on restructuring the company's strategy for email communications and contributed to the design system.

Highfive

Product Designer • October 2014 - August 2015

Highfive created a video conferencing product for the workplace, with a physical camera and a desktop and mobile app. I was responsible for designing the onboarding experience, including setup, login, and new user education.

Viator, a Tripadvisor company

Product Designer • December 2013 - October 2014

I contributed to the redesign of the mobile website, which significantly increased travel bookings conversion, engagement and revenue. Viator was acquired by Tripadvisor shortly after the launch of the new mobile website.

Propane Studio

Design Intern • June - August 2013

Designed websites for clients including Kaiser Permanente, EA and Sealed Air.

TeenVOGUE

Photo/Bookings Editorial Intern • June - August 2009

Planned photo shoots and assisted the Photography Director and Bookings Director.

EDUCATION

University of California, Davis

BFA Design, Visual Communications 2012

TOOLS & SKILLS

Adobe Creative Suite, brand design, content design, design leadership, Figma, flow diagrams, illustration, interaction design, prototypes, product strategy, QA/testing, storyboards, user experience design, user research, visual design, wireframes