



Amy Morawa-Murphy  
Human Centered Product Design

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*As a Senior User Experience Designer and Strategist with 15+ years of experience, I create better products and services for the human resources and healthcare industries and their customers. Working with diverse teams, we improve how business gets done through understanding problems, well-researched strategies, scenario-based prototypes, designing for positive outcomes, and a more desirable product experience.*

## EXPERIENCE

### Senior UX Designer at DHI Group, Inc.

November 2016 - Present

Worked with Product Owners and key stakeholders across scrum teams to unify and drive the evolution of several career websites and applications.

- Collaborate and create and validate business concepts and initiatives to inform product roadmaps.
- Lead and participated in Design Sprints for new Product initiatives and data visualizations.
- Contributed to several research studies to help Product Owners navigate customer needs and trends.
- Created current and future state analysis, visualizations and prototypes to inform product roadmaps.
- Identify commonalities across digital properties and unify workflows and UI patterns.
- Championed next practices in design thinking and human centered design.

### Principal Owner, ALM Design

January 2001 - Present

Working with business and product leaders to design solutions that bring together the form, content, and context of their products and communications.

Select clients include:

**Delta Dental of Colorado**, a nonprofit provider of group dental benefits coverage

- Key point of contact for the Marketing team and UX Designer we worked to reimagine their digital marketing strategy highlighting available products and benefits, claim forms, and bulletin boards for patients, dentists, employers, and members.

**State of Colorado, Program Eligibility Application Kit (PEAK)** for the Affordable Care Act

- Key point of contact for the Chief Customer Officer and UX Designer we created a strategy for improving and nationally aligning their online service for Coloradoans to screen and apply for medical, food and cash assistance programs.

**Vantage Human Resource Services**, provider of employee and organizational development services to the public sector

- Key point of contact for the founders of this seminar series and UX Lead we created a complimentary online self-service and virtual career center for Centers For Medicare and Medicaid. The web-based solution offers career and individual development, skill assessments, training and education, career and job search including examples, listings, tips and tricks.



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### **Senior UX Strategist at Willis Towers Watson**

November 2014 - June 2016

Leading global advisory, broking and solutions company that helps clients turn risk into growth.

Helped form and drive compensation solutions that manage risk, optimize benefits, and cultivate talent by providing competitive compensation plans that align with an organization's goals and objectives.

- Worked as the Senior UX Strategist with Product Owners UX and key stakeholders across Scrum teams to drive the evolution of three applications reimaged as one.
- Helped make the critical transition between releases
- Contributed to the early development of UX standards toolkit
- Demonstrated abstractions of user workflows, as well as high-level patterns thinking

### **Lead Experience Architect, Effective UI**

June 2011 - June 2013

Creators of digital products, experiences and insights, mobile apps and software applications

- As the key point of contact for clients, I collaborated with product teams to direct design teams on major engagements, facilitating creative sessions amongst internal/external stakeholders, envisioning and developing incredible user experiences.

### **User Experience Designer, ProfitStreams**

September 2010 - May 2011

Creators of integrated POS solutions for merchants, dealers and developers

- Worked with Product Managers and Marketing team to translated business goals into web-based applications. These products provided insight into Customers' behaviors including the ability to recognize, connect and communicate with customers before, during and after their visit.

### **Specialist, MATTER**

January 2010 - August 2010

A full-service strategic design and communications consultancy developing brands that increases awareness, relevance, and market share.

- Worked with the Owner as the Subject Matter Expert in Experience design and strategies for digital media to further the goals of increasing their business into the digital space.

Please visit [www.alm-design.com/work.html](http://www.alm-design.com/work.html) to learn more about selected work.

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amy@alm-design.com  
303 919 8331



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## VOLUNTEERING

**Program Coordinator for Teller Backpack Friends**, [backpackfriends.wordpress.com](http://backpackfriends.wordpress.com)  
Partners with Food Bank of the Rockies, this in-school program ensures no child goes hungry.

## EDUCATION

**Pratt Institute**  
BFA, Computer Graphics, 1988 – 1992

## EXPERTISE

User Experience Design  
Human Centered Design  
Design Thinking  
Design Strategy  
Qualitative Research  
Quantitative Research  
Personas  
Journey Mapping  
Affinity Mapping  
Scenario Design  
Story Mapping  
Workflows  
Wireframes  
Prototyping  
Visual Design

User Interface Design  
Web / Mobile Web / Native

## TOOLS

Collaborative Design Workshops  
Design Sprints  
Agile Development  
Atlassian Suite  
Microsoft Suite  
Adobe Creative Suite  
Axure  
Sketch  
Invision  
Zeplin  
Usabilla  
UserTesting



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## RECOMMENDATIONS

"Amy is a talented UX designer and strategist. During the time she worked at Willis Towers Watson, Amy demonstrated solid skills in collaborating with both business and technical stakeholders driving multiple UX projects working as the sole UX resource. Amy also has a keen visual design sense and helped evolve our CX and User Research initiatives."

- Glenn Alban, Leader of User Experience, Agile & Lean UCD Practitioner, CUA Willis Towers Watson

"Amy is a very talented designer, bringing to the table many desirable traits. When she took on our challenging project, she took the time to understand the project, the stakeholders, seek input and perform research. Her recommendations and design were superb. She innately understands branding, engagement and user experience, bringing fresh ideas to the project. Amy's work required absolutely no revision. Amy consistently sets and meets an exceptionally high bar."

- Antoinette Taranto, Chief Customer Officer State of Colorado

"A brilliant designer, Amy is able to take business strategies, value propositions, and messaging to the creative realm in a way that effectively communicates key ideas through a rich and engaging visual medium. Over the ten years I have known Amy she has delivered quality projects whenever called upon."

- Chris McDonald, CEO of engagement marketing specialist CommuneFX

"Amy Morawa is an extremely capable and detail-oriented designer. We have worked on several projects together for a mutual client, and she has shown deft handiwork in creating an engaging format for information, design and content. She meets every deadline and is unfailingly exuberant, bringing exceptionally creative energy to any project."

- Christine Handel, Writer and Creative Consultant

"Amy is a creative visionary which makes her an asset in her industry. She understands the big picture, from graphic design elements to branding concepts. Her output captures not only the detailed requests of her clients, but also the unspoken needs of her clients' business."

- Lisa Wimberger, Founder Neurosculpting Institute

"Amy has been the most consistent—and consistently focused—collaborator I've worked with, for over 20 years she has kept me and my projects on track and in check. Her ethic is impeccable and her methods are supportive. If you are fortunate enough to work with her you'll enjoy every aspect of the relationship."

- Rick Griffith, Owner, MATTER