

# Amy Morawa Murphy

**Senior UX Designer | Human-Centered Innovation | Driving Scalable Design Systems & Measurable Business Impact**

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I'm a UX designer with 20+ years of experience simplifying complex, data-heavy workflows and scaling design systems across global digital products. I specialize in information architecture, end-to-end work flows, and building intuitive interfaces for products where clarity, speed, and confident decision-making matter. I thrive in cross-functional, fast-paced environments, partnering closely with product and engineering to bring structure, usability, and visual coherence to evolving platforms.

## Experience

### Senior UX Designer | insurity

*September 2025 - Present*

Delivering UX for a configurable, cloud-native, self-service Billing-as-a-Service (BaaS) portal that will become a key addition to their app suite for insurance Carriers to Policyholders. This integration removes technical barriers, improves APIs, saves time, and elevates customer satisfaction. Agencies will grow more efficiently while maintaining the professional presence that strengthens trust. This competitive advantage reduces operational costs and accelerates revenue growth, projected to triple in three years.

### Senior UX Designer | Amazon

*June 2021 – September 2025*

Led design strategy for high-consideration purchases in consumer electronics (phones, laptops, smart home devices) where clarity and trust drive conversion.

- **Business Impact:** Contributed to Amazon's retail e-commerce growth from \$470B (2021) to \$638B (2024), supporting its 30% share of U.S. electronics and appliances.
- **End-to-End Experience:** Designed cross-surface, end-to-end experiences spanning trade-in, refurbished buying paths, sustainability, compatibility checkers, live chat, and generative AI tools.

- **Scalability:** Created information architectures and scalable pattern libraries that improved clarity, reduced friction, and increased customer trust.
- **Mentorship:** Mentored designers and embedded human-centered thinking across global teams to drive consistency and efficiency.

## Senior UX Designer | DHI Group, Inc.

*Nov 2016 – Jun 2021*

Led UX initiatives across multiple career and recruiting platforms, unifying fragmented experiences and helping teams make data-driven decisions.

- Defined future-state workflows, prototypes, and interaction models that guided modernization efforts.
- Conducted user workshops, design sprints, and concept validation sessions to inform roadmaps.
- Advocated for consistent, scalable patterns and design system thinking across teams.

## Principal Owner | ALM Design

*2001 – Present*

Consulting practice focused on clarifying complex services and building digital experiences centered on user needs.

- **Delta Dental of Colorado:** Reimagined digital marketing strategy to engage patients, employers, and providers.
- **State of Colorado (PEAK for ACA):** Partnered with leadership to improve online services for medical, food, and cash assistance applications.
- **Vantage HR Services (CMS/Medicare):** Designed a virtual career center with assessments, training, and job search tools.

## Senior UX Strategist | Willis Towers Watson

*Nov 2014 – Jun 2016*

Drove UX strategy for global compensation platforms, consolidating three complex enterprise applications into a coherent digital ecosystem.

- Built hierarchies and patterns to support scalability and consistency.
- Developed information architecture and workflow improvements that aligned product strategy, and streamline workflows to scale globally.

## Lead Experience Architect | Effective UI

*Jun 2011 – Jun 2013*

Directed design teams and client engagements for digital products and mobile apps.

- Facilitated creative sessions across stakeholders.
- Defined vision and execution for enterprise-level user experiences.

## Earlier Roles

- **UX Designer | ProfitStreams** (2010–2011) – Designed POS-integrated applications for customer insights and engagement.
- **Experience Design Specialist | MATTER** (2010) – Brought brand and design strategy into digital.

## Volunteering

**Project Angel Heart** – Supporting meal delivery for those living with severe illness.

## Education

**Pratt Institute** – BFA, Computer Graphics

## Expertise

- Complex Workflow & IA Design
- UX Strategy & Design Leadership
- User Research & Usability Testing
- Design Systems & Pattern Libraries
- Service Design & Journey Mapping
- Workshops, Sprints & Facilitation
- Prototyping & Interaction Models
- Cross-functional Collaboration
- Prototyping & Visualization

## Tools

Figma • Generative AI • UserTesting • Adobe Creative Suite • Microsoft Suite • Asana  
• Azure • Agile & Scrum methods