

JESSICA MURRAY

DESIGN RESEARCH | EXPERIENCE DESIGN |
SERVICE DESIGN | COSMETOLOGIST

PHONE (512)228-6699

EMAIL JESSICAYMURRAY@GMAIL.COM

PORTFOLIO JESSICAYMURRAY.COM

EDUCATION

BA IN ART & DESIGN

MINOR PSYCHOLOGY
TEXAS STATE UNIVERSITY | 2018

MA IN DESIGN

WITH A FOCUS ON DESIGN IN HEALTH
UNIVERSITY OF TEXAS | 2021

B1 LANGUAGE CERTIFICATION

SPANISH
UNIVERSIDAD CASTILLA DE LA
MANCHA | 2018

DESIGN RESEARCH MASTERY

FOCUSED ON UX METHODS
OUTWITLY ACADEMY | 2022

DESIGNING STRATEGY

4-WEEK COURSE
IDEO-U | 2022

HUMAN-CENTERED TOOLKIT

5-WEEK LIVE COURSE
HYPERISLAND | 2022

SKILLS

Creative Strategy | Systems Thinking | Ethnographic Observation | User Interviews | Behavioral Design | User Testing | Journey Mapping | Wire-framing | Visual Storytelling | Sketching | Public Speaking | Creative Writing | Adobe Creative Suite | Figma | Miro | Fundamental Coding HTML & CSS | Information Architecture | Low-fi | Hi-fi Prototyping

EXPERIENCE

DESIGN RESEARCHER & EXPERIENCE DESIGNER

THE DESIGN INSTITUTE FOR HEALTH | MAY 2021-AUG 2022

Developed & executed qualitative, human-centered research & recruitment strategies to generate insight & test the viability of services/experiences for projects with:

- *Austin Public Health*
- *Austin City Council*
- *Austin State Hospital*
- *Lonestar Circle of Care*
- *Ascension National Hospital System*

Responsible for systems-level analysis of the patient discharge progress through interviews, process mapping activities, & in-hospital ethnographic research

Produced design insight reports, visual frameworks & other storytelling artifacts to demonstrate findings, recommendations, & concepts

Presented recommendations for a future strategy to local government, national hospital administration & executive leadership

Executed stakeholder workshops, co-design sessions, & feedback focus groups in order to develop solutions alongside stakeholders, patients, & frontline staff

Developed & facilitated educational workshops to facilitate learning around Design Thinking for doctors in training at *Dell Medical School* & *Future Thinking for Austin Design Week 2021*

ALZHEIMER'S TEXAS PROGRAM DEVELOPMENT

UNIVERSITY OF TEXAS CAPSTONE | JAN - APR 2021

Lead research & partner communications

Conducted immersive research methods in the local respite community to build empathy & understanding for dementia caregivers

Created & tested prototypes for alternative respite care models for *Alzheimer's Texas*

Executed the experience design for the initial pod setup process

Created service blueprints & marketing materials for *Alzheimer's Texas* to seek grant funding to initiate piloting

Lead feedback focus groups & interviews to inform modifications for the prototype

[Video prototype](#): Creative story development, copy & voice-over

MA IN DESIGN WITH A FOCUS ON DESIGN IN HEALTH

UNIVERSITY OF TEXAS | 2021

This was a hands-on program that leveraged real communities who volunteered access to their association in exchange for design research, ideation, & feedback testing

Led research strategy development & execution with Alzheimer's Texas & the AA Community of Houston

Used co-design, systems mapping, design frameworks, & *Future Thinking* to examine problems in healthcare that systemically impact patients, staff, & organizations

Built physical prototypes utilizing hand-drawn storyboards, video reenactment, & design storytelling artifacts to conduct feedback testing on concepts

Focused on the laws & business needs of the United States healthcare system with industry professionals

UX DESIGN PROGRAM

AUSTIN COMMUNITY COLLEGE | 2019 - 2020

Conducted design research to inform the creation of digital products

Created wireframes, low-fi sketches, & interactive prototypes through *Figma*

Created a design system using *HTML & CSS* coding systems to execute the coding of an interactive mock-up of the website

Utilized heuristic evaluations to redesign the information architecture for a local art museum

Experience running live card sorting & tree testing exercises, as well as the *Optimal Workshop* platform to conduct feedback testing of my designs

COSMETOLOGIST | BUSINESS OWNER | OPERATOR

STYLED BY JESSICA | 2013 - 2021

How does being a Cosmetologist make me an asset you your research & design team?

I spent more than a decade learning the art of understanding difficult-to-express human needs & cultivating client relationships based on my ability to translate my client's vision into a reality.

Nobody knows your secrets like a good hairstylist!

An educator for *Zenagen* hair restoration products, which included intensive education into the science behind hair loss with a focus on medically induced hair loss

Coordinated a team of 15 stylists & served as the lead stylist for bridal events, photoshoots, fashion shows, movies, & other special events

Built & maintained long-term relationships with a 200+ client base using a regular feedback survey, client referral system, & digital marketing campaign to continue to provide value over time

Designed & maintained a digital website

Specialized in customized color & co-creation of a client's vision adapted to suit their lifestyle

Work featured nationally in *The Knot* & *Allure* magazine as well as locally in *Waterways* & *Tribeza Austin*

Volunteered with *Safe Place Shelters* to provide services to women in need & act as a point of intervention for women affected by violence.

COSMETOLOGY EDUCATOR

AVEDA INSTITUTE | 2019 - 2020

Developed & taught elective curriculum for master-level students

Managed student salon & provided live-action solutions to cultivate positive experiences for both students and clients

CONTACT

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