

# Murray Mitchell

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## Profile

Enterprise SaaS product designer with deep AI product experience. Over seven years designing complex enterprise products used by support agents, knowledge workers, and engineering teams. Experienced leading design across cross-functional teams, shaping product roadmaps with executive stakeholders, and shipping AI features in enterprise environments.

Increasingly working at the intersection of design and engineering. I use AI tooling and terminal-based workflows to develop design system components, prototype concepts, and contribute directly to frontend code. The way product designers work is shifting, and I'm actively investing in that shift, using prompting and AI-assisted development alongside traditional design tools to move from idea to working interface faster.

## Experience

### Senior Product Designer (contract)

Atlassian

Sydney

Jan 2026 — Present

Product designer on NavX (Navigation Experiences), the team responsible for cross-product navigation across Atlassian's portfolio. Designing platform-level solutions that balance standardisation with product team flexibility, serving both end customers and internal product teams.

Leading two workstreams: Custom Theming, a global navigation theming model replacing fragmented app-level settings across Jira, Confluence, and all Atlassian apps; and a documentation uplift to make the navigation design system AI-readable for MCP servers and vibe coding workflows. Refining design concepts based on enterprise admin research, shaping phased rollout strategy to unblock dependent teams, and coordinating across Atlassian Design System and app-level teams.

### Senior Product Designer

Zendesk

Sydney

Jan 2025 — Jan 2026

Led design for Path to Native, the initiative to transform an acquired voice product into a fully native Zendesk experience. Owned design end-to-end across admin and agent surfaces, from concept through engineering handover with specs. Worked with four to five designers on sub-areas, partnering closely with the principal designer on the contact centre team to bring voice domain expertise into Zendesk's design language. Collaborated with Copilot teams to integrate AI capabilities into the product. Ran the design operating rhythm: weekly team meetings, crits, showcases, and Figma collaboration structures. Presented progress and design vision to non-design executives. Partnered with PMs to shape the roadmap and push back on timelines where trade-offs weren't right.

### Senior Product Designer

Local Measure

Sydney

Feb 2021 — Jan 2025

Led the comprehensive product design for Engage, an enterprise SaaS platform for customer experience. Worked directly with the VP of Design and UX to strategically evolve, expand, and shape the product roadmap. Ran customer research directly, including interviews, surveys, and usability testing, to ground design decisions in real agent needs.

Designed and shipped an AI feature suite including Smart Notes, an AI-powered conversation summarisation tool, before most competitors in the category. Established a design system as the single source of truth for visual and interaction standards across the product. Designed personally from concept through engineering handover across the agent workspace, admin configuration, reporting dashboards, and partner integrations including Salesforce.

### Senior Product Designer & Team Lead

Squiz

Sydney

Nov 2016 — Apr 2020

Managed a cross-functional team spanning UI, UX, BA, and CS, driving end-to-end digital design projects across government, education, and enterprise clients. Provided mentorship and professional development guidance to the creative team. Collaborated closely with product squads, bridging design, engineering, and executive stakeholders to influence strategic product decisions. Positioned as a trusted advisor for design excellence within the organisation.

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## Skills & Tooling

Enterprise SaaS and digital product design

Design strategy and executive advisory

Team leadership and mentorship

AI feature design and AI-assisted design workflows

Prototyping in code (HTML, CSS, JS)

Figma

Claude Code

Cursor

Atlassian Suite

## References

### Eric Auld

Design Manager at Atlassian

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## Contact

### Portfolio

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