

Murray Mitchell

Senior Product Designer

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Profile

As a seasoned product designer boasting over 15 years of experience, my expertise lies in interface and product design, with a focused dedication to user-centered design principles. I take pride in my ability to transform complex user problems and journeys into streamlined, effective, and innovative solutions. My leadership abilities shine in collaborative environments, where I guide teams towards a shared vision and jointly unearth and address intricate challenges through discovery, design thinking, and the strategic use of technology. Notably, I also bring a strong mentoring and team management skillset to the table, fostering growth and promoting professional development within my teams. My unwavering advocacy for user-centric design, coupled with my commitment to mentorship and team management, propels me towards creating designs that truly meet user needs while facilitating a thriving team dynamic.

Experience

Product Designer

Local Measure

Sydney
Feb 2021 — Present

In my role at Local Measure, I am entrusted with the comprehensive ownership of product design for Local Measure Engage, a SaaS-based product utilised by call center agents. My responsibilities encompass the strategic planning, conceptualization, and execution of product features while maintaining our living design system. I work collaboratively with Product Managers, Engineers, and the Commercial team, aligning our efforts towards a shared vision. My approach integrates discovery, design thinking, and technology to address complex challenges, underscoring the value of design thinking within the business. My focus lies in fostering a collaborative environment, championing innovative solutions, and promoting design thinking as an integral part of our business strategy.

Product Designer & Team Lead

Squiz

Sydney
Nov 2016 — Apr 2020

As a Product Designer & Team Lead, I served a critical role within the Squiz product team, primarily focusing on their enterprise intranet product, Squiz Workplace. My responsibilities included leading the design of new features, creating design systems, and conducting comprehensive overhauls of legacy feature designs during intensive design sprints. Additionally, I provided creative direction and managerial support to the design team who comprised of two UI designers and a UX specialist. My role further expanded to overseeing creative designs and rollout for various external clients, demonstrating my ability to adapt to a wide array of design projects. Clients I have had the privilege of working with include: Schiavello, NSW Fair Trading, University of New England, Oil Search, and NSW Rural Fire Service.

Senior UI Designer

Allan Gray

South Africa
Nov 2014 — Feb 2016

As a Senior UI Designer at Allan Gray, Africa's largest privately-owned financial services provider, I spearheaded the comprehensive redesign of the corporate website. In collaboration with diverse stakeholders, I pinpointed significant customer pain-points and devised creative strategies to enhance the website's usability. Operating within an agile (SCRUM) environment, I was responsible for the planning, conceptualisation, testing, and delivery of high-fidelity interface designs to the development team. Furthermore, I developed a digital style guide to serve as a definitive design reference for internal teams, demonstrating my commitment to maintaining consistency and promoting best design practices across the organisation.

UI Design Lead

Superlative

South Africa
Jan 2008 — Nov 2014

As the founder of Superlative, a dedicated design consultancy, I've had the privilege of collaborating with both digital agencies and direct clients across sectors like telecommunications, financial services, and the travel industry. My projects encompass comprehensive solutions for websites and applications, with a particular emphasis on formulating creative strategy and delivering superior UX/UI design.

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Skills & Tooling

Product Design

Design Strategy

Mentoring & Leadership

Design System Management

Figma

Adobe Creative Suite

JIRA

Notion

Framer

InVision

Zeplin

Abstract

References

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Product Design Lead at Atlassian

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Contact

Portfolio

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