

ANNA MURPHY

Senior Product Designer

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Senior Product Designer with 5+ years designing complex, data-heavy web interfaces across SaaS B2B multi-product platforms. Proven track record of owning end-to-end design, across multiple product teams simultaneously, including authoring systems, monitoring dashboards, and role-based workflows for distinct user types. Experienced working as a connective thread between Product, Engineering and operations stakeholders, and an advocate for research and accessibility.

EXPERIENCE

Senior UX Designer | McGraw-Hill Education

January 2022 – November 2025 | Chicago, IL (Remote)

Global multi-product B2B/SaaS platform with \$2B annual revenue and 7M+ active users. Led the end-to-end design across six products, serving 3 distinct user types: internal content authors, teachers and students, across interconnected content management, authoring and learning delivery systems.

- **Owned end-to-end design across 3 product teams simultaneously:** author internal tooling, teacher dashboards, and student learning-interfaces, translating competing requirements into coherent cross-system workflows without missing a delivery deadline. -> maybe this is more about multitasking / cross-functional work?
- **Led the design of a teacher dashboard that eliminated manual data interpretation by surfacing prioritised alerts, student progress metrics, and standards alignment, with embedded next-step actions** enabling teachers to respond to student needs directly from the dashboard without context switching.
- **Designed and shipped a bulk passage internal tool for authors and vendors, enabling 770+ passages to be imported in a single workflow** and delivering **~80% cost savings** on content production.
- **Created an AI-powered authoring tool** integrating Azure Text-to-Speech, which allowed authors to **generate audio for 150+ passages and reduced audio production time by 30%**.
- **Defined and maintained the platform-wide design system component libraries**, Figma-to-dev specs, and interaction standard, maintaining consistency **across 6 products at scale**, establishing a common language amongst teams.
- **Spearheaded the development of a passage block editing tool**, enabling authors to compose complex nested content structures with flexible media blocks.
- **Designed a split-screen reading experience**, featuring annotation tools, audio controls, and a gated reading flow validated through user research and built to **full WCAG AA accessibility compliance**, shipped dev-ready ahead of release.
- **Delivered SRA Reading Labs end-to-end as sole designer**, collaborating with engineering and learning designers to ship a **research-based** supplemental reading experience with **personalized interest selection and complex motion logic**, now **used by millions of K-12 students**.
- **Designed 30+ interactive widgets**, delivered in **1.5-week cycles** via a shared design system, **enabling authors to create 1000+ reusable templates**.
- **Led a WCAG audit** in collaboration with the accessibility team, establishing a platform-wide accessibility standard of **mandating accessibility documentation** in every design handoff; resulting in a **shared understanding with developers** and **increased WCAG compliance scores**.
- **Developed user research plans and moderated 40+ usability testing sessions** with users, synthesising qualitative, A/B, and analytics data into strategic recommendations that shaped design iterations and direction across multiple product teams.
- **Mentored 3 designers and managed a UX intern** through 1:1s, onboarding workshops, and documentation, reducing team ramp-up time.

Lead UX Designer | Powder Labs

November 2021 – June 2022 | Remote

UX consultancy. Led design for ProFile Aesthetic Management, a HIPAA-compliant EMR platform for aesthetics practices, across three distinct user types: administrators, clinicians, and office staff.

- **Designed and defined distinct workflows and interfaces for 3 user roles**, administrators, clinicians, and office staff, across appointment scheduling, digital consent, payment processing, and treatment charting.

- **Built a clinician progress-tracking system on iOS/Android** enabling before/after photo documentation across treatments, designed for **real-world clinical constraints** including time pressure, mobile use, and flexibility in active care settings.
- **Delivered full design scope autonomously** from discovery to handoff in cross-functional collaboration with PM and Engineering, presenting work directly to the CEO, in a fast-moving cross-functional environment.

UX Researcher | CoTeacher

May – July 2021 | Remote

- **Audited the existing CoTeacher platform UI**, identifying inconsistencies across components, typography, and layout, and establishing a pattern library that gave engineering a clear remediation path and **strengthened the product's brand consistency**.
- **Conducted heuristic evaluation, user interviews, journey mapping, and competitive analysis**, synthesising findings into MVP recommendations that **directly shaped the product roadmap**.

Spanish Teacher | San Dieguito Union & Sunset Ridge School Districts

2016 – 2021 | Chicago, IL & San Diego, CA

- **Designed and iterated on differentiated learning experiences for 40-student classes** across grades 4–12, adapting in real time for diverse cognitive, cultural, and language profiles.

PERSONAL PROJECTS

Founder and UX Designer | Navio Travel Budgeting App

December 2025 – Present | Berlin, Germany

Led end-to-end research, product strategy, and build of a mobile travel budgeting app, from initial discovery to prototyped product; targeting the 78% of travelers who fail to budget consistently.

- **Surveyed 41 travelers and benchmarked 13+ competitors to define a 3-phase product roadmap**, achieving a budget creation flow of under 2 minutes. Directly addressed the 26% of users who cited time-consuming setup as the #1 reason they don't budget at all.
- **Translated research into 4 distinct user personas and prioritized feature matrix**, ensuring the MVP addressed the top 5 most-requested features, reducing the risk of building low-value functionality and prioritizing user needs.
- **Designed and built a real-time daily spending tracker and group expense splitting feature that serves to drive active logging and companion invites** tackling the core pain points of early overspending (42% of users) and messy cost management (30%).

SKILLS

Languages: English (Native), Spanish (Native), German (B1 - enrolled in a daily intensive course)

Design: End-to-end product design, rapid iteration, interaction design, visual design, motion and behavioural interactions, high-fidelity and rapid prototyping, wireframing, service design

AI/Vibecoding: Lovable, V0, Bolt, Claude, ChatGPT, Azure

Tools: Figma (advanced: Auto Layout, DevMode, Variables, Prototyping), Sketch, Adobe Creative Suite

Research: Usability testing, qualitative research, A/B testing, KPI synthesis, journey mapping, heuristic evaluation

Systems: Design systems, component library management, accessibility (WCAG 2.1 A/AA), responsive design

Process: Agile/Scrum, cross-functional collaboration, stakeholder alignment, Jira, Confluence, Miro, Notion, Loom

EDUCATION

Certificate in UX Design | Designlab — UX Academy | 2021 – 2022, Intensive, 1:1 Industry Mentorship

B.A. Spanish, Magna Cum Laude | K–12 Teaching Licensure | North Park University | Chicago, IL