

Patrick Murphy

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Senior Product Designer | UX/UI Designer

Senior Product Designer with 8+ years' experience designing complex digital products across enterprise software, government services, telecommunications, SaaS, and airline retail operations.

I specialise in simplifying complex systems into clear, accessible user experiences, from operational crew tools and analytics dashboards to design systems, digital identity journeys, and public-service platforms. My background in communication design and marketing helps me bridge product strategy, usability, visual communication, brand, and business goals.

Professional Experience

Senior Product Designer - Contract

Retail inMotion (Jan 2026 – Present)

Designed enterprise software for airline retail operations, including inflight sales, crew communication, analytics, inventory management, passenger workflows and multi-brand airline experiences.

Key projects: Crew Communicator, Onboard Retail Analytics, POS NEXTGEN, Multi-Brand Airline Design System

- Led UX/UI design for next-generation inflight retail systems across sales, inventory, passenger management and flight operations
- Designed Crew Communicator, supporting crew messaging, task assignment, delegation and operational handovers
- Created user journeys, interaction flows, wireframes, high-fidelity designs and interactive prototypes
- Designed Onboard Retail Analytics, providing KPI visualisation, reporting and data-driven insights
- Improved usability across checkout, product search, stock management and crew workflows
- Contributed to a scalable multi-brand design system supporting multiple airline clients
- Collaborated with product managers, engineers and stakeholders throughout delivery

UX/Product Designer — Contract

Office of the Government Chief Information Officer — OGCIO | Dublin, Ireland
Jul 2024 – Sept 2025

Designed accessible digital public services across gov.ie initiatives, working closely with design, content, engineering and stakeholder teams.

Key projects: Digital Wallet, Gov.ie Digital Experience Redesign, Gov.ie AI Assistant, Citizens Information

- Led UX design for Digital Wallet pilot journeys, including identity verification and digital credentials
- Improved search, filtering and navigation experiences across gov.ie
- Contributed to Gov.ie AI Assistant concepts, conversational flows and accessibility patterns
- Created user journeys, prototypes, service flows and stakeholder presentations
- Conducted usability testing and accessibility reviews aligned with WCAG requirements
- Supported reusable components and interaction patterns across government service.

Senior Designer

Blueface, A Comcast Company | Dublin, Ireland
Jul 2019 – Jul 2024

Led brand, product, UX and design system initiatives across Blueface's UCaaS platform, website, knowledge hub and marketing ecosystem.

Key projects: Loqui Design System, Blueface Website Redesign, Knowledge Hub, UCaaS Platform

- Created and evolved the Loqui Design System across product and marketing experiences
- Redesigned key areas of Blueface's UCaaS platform to simplify complex telecommunications workflows
- Designed the Blueface website and knowledge hub, improving information architecture and self-service support
- Developed scalable design systems supporting consistency across digital products
- Produced wireframes, prototypes, user flows and visual systems
- Supported brand and product alignment during Comcast integration
- Conducted user research and usability reviews to inform UX improvements

Lead Designer

Code Institute | Dublin, Ireland
Aug 2016 – Jul 2019

Led design across learning platforms, student experiences, marketing and brand communications.

- Improved UX/UI for the Learning Management System, supporting student engagement and course completion
- Created prototypes and design assets to support collaboration with development teams
- Designed marketing, event and brand materials across digital and offline channels
- Collaborated with educators, marketers and developers to improve learning experiences
- Produced visual communication assets for digital learning products
- Contributed to brand development and design consistency across channels
- Supported student acquisition and engagement through user-centred design

EDUCATION

MA (Hons) Communication Design | Kingston University, London (2015)

BA (Hons) Product Design | NCAD, Dublin (2008-2011)

CERTIFICATIONS / PROFESSIONAL TRAINING

Webflow Masterclass | Flux Academy (2022)

UX Institute | Professional Diploma (2021)

Animation Bootcamp | School of Motion (2018)

TECHNOLOGICAL SKILLS

Figma • Webflow • InVision

Photoshop CC • Illustrator CC • Indesign CC • After Effects CC

AREAS OF EXPERTISE

Visual Design • User-Centered Design • Collaboration • Project Management • Creative Thinking
Brand Identity • User Interface (UI) Design • User Experience (UX) Design • User Research
Prototyping and Testing • Typography • Responsive Design • Animation and Interaction
Visual Communication • Usability and Accessibility • Design Systems • Problem-Solving
Leadership • Industry Knowledge • Adaptability

VOLUNTEER WORK

Instructor of power of design | Junior achievement (2016 - Present)