TOMMY MURRAY

Product designer and researcher focused on usability and user research, with a knack for turning insights into practical, actionable guidance.

tommyimurray.com

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EXPERIENCE

Freelance Designer & Researcher   JUNE 2024 - PRESENT

Partner with early-stage startups to lead product design and user research, with a focus on usability testing. Independently scope and run research, synthesize insights, and help teams prioritize impact.

Design Lead @ Halftime Sports   JUNE 2020 - MAY 2024

Sole designer at a seed-stage startup, leading user research, usability testing, and product design end-to-end. Ran user testing, synthesized insights, and partnered closely with product and engineering to improve core experiences in a fast-moving environment.

Freelance Product Design   MAY 2019 - MAY 2020

Worked with early-stage teams at HomeVision and MyCrew to lead usability testing and user research across consumer products. Helped improve engagement, clarity, and conversion by iterating on key flows based on real user feedback.

Product Designer @ Aaptiv   APRIL 2018 - MARCH 2019

Led usability testing and user research on a cross-functional team building an audio fitness app. Turned qualitative insights into product improvements that supported activation and engagement.

Product Designer @ TripAdvisor   SEPTEMBER 2016 - JAN 2018

Worked on web and mobile experiences focused on post-purchase and growth. Supported user research, usability testing, and experimentation to improve conversion and engagement across high-traffic flows.

Product Designer (Contract) @ Strava   MARCH 2016 - JULY 2016

Supported usability evaluation and design improvements for a consumer fitness app. Helped translate user feedback into clearer, more intuitive experiences that reduced friction and supported growth.

EDUCATION

Williams College, BA Psychology 2011

Tradecraft, Product Design 2015

SKILLS

Figma	User Research
Usability Testing	Product Thinking
HTML/CSS	Storytelling