



Jarrod W. Murray

Creator of clean, usable designs.

Experience

Director of Product/UX *Captivated (5/22–present)*

- Drive product vision, strategy, and roadmap planning across multiple initiatives
- Lead feature definition and prioritization with clear requirements, acceptance criteria, and business rules
- Translate product needs into actionable guidance for engineering teams
- Introduce and champion Agile methodologies to streamline delivery and improve predictability
- Facilitate all Scrum ceremonies and support team alignment and cadence
- Build and operationalize a product analytics platform to understand user behavior and inform decisions
- Embed continuous improvement practices across product and engineering workflows
- Advocate user-centered design principles and ensure they shape product direction
- Maintain and scale a user research database to support ongoing insights work

Sr. UX Researcher *Driven Data (4/21–5/22)*

- Led end-to-end research strategy, including goals, hypotheses, participant selection, and methodologies
- Elevated research maturity through collaboration, education, and inclusive practices
- Translated insights into compelling, actionable recommendations for cross-functional teams
- Created a data-driven design culture by integrating research, analytics, and product goals
- Identified new product opportunities by uncovering user motivations and aligning them with business needs
- Managed a centralized research participant and insights repository to support ongoing studies

Sr. UX Designer (Consultant) *Onebridge (3/20–4/21)*

- Collaborated with product, engineering, and business teams to ensure usability, consistency, and alignment with delivery scope
- Produced high-quality designs and prototypes to support client deliverables
- Simplified complex data and workflows into intuitive user experiences
- Conducted user interviews, surveys, and usability tests, synthesizing insights into design improvements
- Advocated best practices in interaction design and UX strategy

UX Lead *Brooks Life Sciences (4/19–3/20)*

- Defined and implemented the UX strategy for Informatics R&D products
- Partnered with Product Owners, engineering, and business teams to align features with user needs
- Created and governed a design system and pattern library to ensure product consistency
- Conducted qualitative and quantitative research to inform product decisions
- Translated insights into strategic recommendations that shaped product direction
- Managed a research insights and participant database for ongoing usability work

Sr. UX Designer *Cox Automotive, Inc./NextGear Capital (3/17–4/19)*

- Built and maintained a design system to ensure consistency across products
- Gathered and synthesized requirements across business, product, and engineering teams
- Created workflows balancing business constraints with user-centered best practices
- Developed prototypes to validate concepts and support alignment
- Coordinated and executed user testing to inform iterative improvements

Experience Continued

UX Designer III *Seven Corners (12/15–3/17)*

- Led end-to-end UX efforts and championed user-centered design
- Conducted heuristic evaluations, interviews, and user testing to identify usability issues
- Captured requirements through contextual inquiry and job shadowing
- Developed a pattern library and ensured adoption across teams
- Produced prototypes and validated concepts through iterative testing

Experience Architect/UX Developer (Consultant) *Fusion Alliance (2/14–12/15)*

- Defined cross-channel experience strategies for large-scale client projects
- Designed interactive prototypes using best practices in interaction design
- Conducted user research and requirements discovery to shape product direction
- Delivered innovative, user-centered interface and information design solutions
- Supported design across multiple digital platforms and environments

UI/UX Designer/Interaction Designer *Dominion Enterprises (12/10–2/14)*

- Translated requirements into intuitive interfaces and interactive prototypes
- Conducted user testing to validate designs and uncover issues
- Communicated UX specifications to development teams for implementation
- Collaborated closely with other designers to maintain consistency and deliver high-quality experiences

Education

BFA, Emphasis in Graphic Design — Ball State University, Muncie, IN: May 2001

Certifications

Certified Usability Analyst — Human Factors International



Areas of Expertise

- User Interviews & Mixed-Methods Research
- Usability Testing & Heuristic Evaluations
- Research Ops (participant management & insight repositories)
- Data Analysis, Analytics Interpretation & A/B Testing
- Persona Creation, Journey Mapping & Information Architecture
- Wireframing, Prototyping & Interaction Design
- Design Systems & Pattern Library Governance
- User-Centered Design & Accessibility Principles
- Product Roadmapping, Prioritization & Acceptance Criteria
- Agile Methodologies, Scrum Facilitation & Backlog Management
- Cross-Functional Leadership & Stakeholder Communication
- Front-End Development & Responsive Design