

# William J. Murphy

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Product Designer with 4+ years of experience across web and mobile. I design end-to-end product experiences grounded in user research, systems thinking, and close collaboration with engineering and product teams. I own flows from problem framing through polished UI, launch, and iteration, and connect design decisions directly to measurable outcomes.

## WORK EXPERIENCE

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### PRODUCT DESIGNER | ERIN CONDREN DESIGN, LLC

Remote | Jul 2022 – Jan 2026 | Full Time

*Erin Condren Design is an e-commerce stationery and lifestyle brand serving hundreds of thousands of customers annually.*

- Delivered end-to-end design across core conversion flows including search, category pages, checkout, onboarding, and landing pages for new product launches, both autonomously and in collaboration with senior stakeholders, from problem framing and research through polished UI, launch, and iteration.
- Optimized conversion for site search and category pages through user research and A/B testing, resulting in 2x search-to-purchase conversion and 34%+ higher category page conversion with 40%+ more engagement. Designed marketing and landing pages for new product launches, driving customer engagement and sales.
- Designed complex multi-step funnels with close attention to interaction quality, upsell opportunities, state management, edge cases, and accessibility, connecting every decision to business outcomes.
- Built and maintained a scalable design system supporting consistency across the product while enabling rapid experimentation.

### PRODUCT DESIGNER | 2LEAF WEB DEVELOPMENT

Sacramento, CA | Nov 2021 – Jul 2022 | Full Time

*2Leaf Web Development is a boutique web agency serving small- and medium-sized businesses in the Sacramento region.*

- Sole product designer across multiple production products, owning interaction design, visual design, prototyping, and developer handoff on web and mobile for a range of client industries.
- Designed activation and onboarding flows for a B2B SaaS accounting platform, applying user-centered design methodologies and usability best practices to improve early product engagement during the alpha stage.
- Conducted heuristic analysis and user research to identify friction points, translating findings into design decisions that drove measurable business results for clients.

### PRODUCT DESIGN CONSULTANT | TECH LEADERS

Remote | Jan 2022 – Jul 2022 | Freelance

*Tech Leaders is a consultancy focused on developing technical talent and assisting early-stage startups with tech needs.*

- Sole designer on a 0-to-1 life coaching app, designing onboarding and first-time user experiences end-to-end from early concept through high-fidelity prototypes, supporting increased venture funding.
- Conceptualized and defined a brand identity for Tech Leaders, building the visual foundation for the company's website and business development.

## KEY SKILLS

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**Design:** Product Design, Interaction Design, Visual Design, Design Systems, User Research, Usability Testing, Prototyping, Accessibility, A/B Testing

**Tools:** Figma, HTML/CSS, Adobe Creative Suite, Jira, Notion, Asana, Slack

**AI Tools:** Claude, Cursor, Figma Make

## EDUCATION

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San Francisco State University | BA Communication Studies, Cum Laude | May 2018

Erasmus University Rotterdam | Study Abroad, Communications & Media | Jan--Jun 2017