



## Details

**Carl Murphy – UX Designer**

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## UX Portfolio Website:

[murphycarl.wixstudio.com/my-site-1](http://murphycarl.wixstudio.com/my-site-1)

## Summary

### User Researcher

Using my training in Psychology, User Centered Design and visual communication to advocate for users and explore problems to be solved.

I work best when I collaborate, I am always curious and adaptable.

### Education

- Certification: UX and AI CPD – School of UX (2026)
- Professional diploma in UX Design (UXID) (2024)
- BA (Hons) Visual Communication
- Foundation diploma in Psychotherapy
- Digital Accessibility Foundations (WC3) (WAI) (UNESCO) (Currently)

## Profile

User researcher / designer, with a background of over 15 years of experience in visual communication, digital design, and experiential environments – now focused on research-driven, user-centred design.

My skills include a knowledge of human behaviour through psychology, research focus and the ability to create my own stimuli. I am motivated by making services simpler, more trustworthy, and easier to use, particularly in environments where clarity, accessibility, and public value matter most.

My background in design problem solving, stakeholder management, and creative production are an asset in organisations dealing with complex problems.

Previously collaborated with big organisations including **Meta, Google, Sea Life London, Foster + Partners, Amplify, and Imagination.**

## Core Skills

- Evidence-Based Design: understanding of user needs and behaviours based on user research principles and analysis, to inform design decisions
- Conducting user research with methods such as: interviews, surveys, heuristic evaluations, usability testing)
- Research analysis
- Accessibility – integrating accessibility compliance (WCAG 2.2)
- Working collaboratively with senior researchers (Digi safe project, Babylon health)
- Working with product & dev teams, working in an agile environment (Babylon Health)
- Creating flows & prototypes

## Recent selected UX Projects

### Digi Safe — Current Project (Discovery Phase)

A digital safety app for primary school children (ages 5–11)

Digi Safe is a research-led, self-initiated project exploring how to help children, parents, and teachers engage with online safety through game-based learning and practical digital tools. Currently in the discovery phase.

- Collaborating with a strategy, delivery, and digital transformation specialist on research and concept development
- Conducting competitive and comparative analysis of existing online safety tools
- Designing and distributing surveys to parents and primary school teachers in London
- Planning and conducting user interviews with parents (teachers interviews underway)
- Analysing qualitative and quantitative research data to identify key themes and user needs
- Analysing data from workshops with children to inform direction, language, and interaction approach
- Surveys samples included parents from diverse backgrounds (English language and digital skills), different boroughs and school types (State and Independent)
- Liaised with primary school gate keepers and parenting networks
- Created information sheets.
- Recruited participants for survey

### FLYT – Flight Booking Platform

UX Designer | 2025

- Initiated and conducted end-to-end UX process: Discovery (usability testing and competitive benchmarking of major flight booking platforms), Analysis (Affinity Diagram,

Customer Journey Map, Personas, Empathy mapping),

- Identified friction points (unclear CTA next steps, user not recognised, visual clutter, inadequate next step guidance, lack of fast track options, site distrust, unnecessary extra clicks, flow disruptions) through research.
- Research findings informed a redesigned booking flow with smart defaults, guided progression, reduced clicks, fast track option, a site that recognises you, minimal fast booking focused on primary goal of users.
- Built prototypes in Figma and tested with users.
- Recruited participants and scheduled sessions for usability testing

### Turlo Griffin – Portfolio Redesign

UX & UI Design | Website Build | 2024

- Conducted stakeholder interviews, heuristic reviews, and competitive benchmarking.
- Redefined information hierarchy, navigation, and layout to highlight visual work and make the user experience as clear and enjoyable as possible – focusing on user and stakeholder needs.
- Established an optimum flow, based on research findings, sketched, iterated, designed and built a responsive site with optimised galleries and simplified CMS – focused on the user, chunking a large amount of artwork into bite sized sections, keeping cognitive load low, with an option to dig deeper – creating an enjoyable user experience.
- **Result:** Great response to the new site, positive client feedback once they could finally see his work, and vastly increased conversions for the artist. He is now the go to concept artist for many directors including Wes Anderson.

### DWYL Studio – Website Redesign

UX Research & Web Design | 2024

- Heuristic and competitive analysis to identify core usability issues.
- Interviewed users and stakeholders

- Analysed data to write recommendations
- Established an optimum flow through the new site
- Responding to pain points created the site architecture and navigation to prioritise clarity and improve engagement.
- Delivered modern, responsive design showcasing the studio's portfolio and client credibility.

**Result:** Improved engagement in the site and much higher client conversions post-launch.

## Other design work experience

### Freelance Creative Artworker / Designer (2008–2023)

Worked across agencies and in-house studios including **Sky, Design Studio, Amplify, Formula 1, Facebook, BBC, Foster + Partners, Meta, Sea Life and Imagination.** Delivering for brands including **Google, Meta, Playstation, Lego**

- Produced digital and experiential design across print, event, and web.
- Collaborated directly with creative directors, CEOs, and clients.
- Developed technical precision and strong stakeholder communication skills.

### Babylon health 2020 – 2022 (Designer)

Worked closely with CEO, senior user researchers, product team, product managers, directors and designers in an agile environment.

\* Daily stand-ups to communicate findings, updates and any blockers around individual and team tasks

- Worked with a senior researcher to understand the needs of a new user group. Presented the research findings to the marketing department to advocate for user centred changes to digital communications and touch points. The

changes implemented benefited both the business and the user in providing and receiving healthcare.

### Sea Life London – Ocean invaders Designer (2017)

- Designed a large scale immersive visual experience and interactive environments in 4 of the galleries at Sealife. The project is about jellyfish and I used UV light to give the 'user' a sense that he was going deeper and deeper into the ocean as they go from gallery to gallery, swimming with a jellyfish swarm.
- Managed end-to-end creative delivery, combining storytelling and digital interactive elements in their physical journey through the experience.

## Education & Certification

- Certification: UX and AI CPD – School of UX (2026)
- Professional Diploma in UX Design – UX Design Institute (SCQF Credit-Rated by Glasgow Caledonian University) (2024)
- BA (Hons) Design and Visual Communication – Ravensbourne University London
- Foundation Diploma in Psychotherapy – Minster Centre
- Digital Accessibility Foundations (WC3) (WAI) (UNESCO) (Currently)