

Amy Morawa Murphy

Senior Product Design Leader | AI Product Design | Human-centered | Data-Informed Design at Scale

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Senior Product / UX Designer with 20+ years of experience designing consumer and enterprise experiences that help people make confident decisions across complex journeys. At Amazon, I led personalization-driven compatibility tools that tailored product recommendations based on a customer's specific devices and context, reducing uncertainty in high-consideration purchases. I also designed retail trade-in experience that re-engaged customers after purchase, turning ownership moments into seamless callbacks that increased value, sustainability participation, and long-term loyalty. Known for strong information architecture, end-to-end journey thinking, and close partnership with product, engineering, and data teams to deliver scalable, measurable impact.

Experience

Senior UX Designer | insurity

September 2025 - Present

Designing a cloud-native, AI enabled, self-service Billing-as-a-Service (BaaS) platform used by insurance carriers, agencies, and policyholders.

- **End-to-End Platform UX:** Lead UX for a highly configurable product supporting diverse business models and user roles.
- **Complex Workflow Simplification:** Translate billing, configuration, and API-driven complexity into intuitive, guided experiences.
- **Business Impact:** Contribute to a platform projected to triple revenue in three years by improving clarity, efficiency, and trust.

Senior UX Designer | Amazon

June 2021 – September 2025

Led design strategy for high-consideration purchases in consumer electronics (phones, laptops, smart home devices) where clarity and trust drive conversion.

- **Business Impact:** Contributed to Amazon's retail e-commerce growth from \$470B (2021) to \$638B (2024), supporting its 30% share of U.S. electronics and appliances.
- **End-to-End Experience:** Designed cross-surface, end-to-end experiences spanning trade-in, refurbished buying paths, sustainability, compatibility checkers, live chat, and generative AI tools.
- **Scalability:** Created information architectures and scalable pattern libraries that improved clarity, reduced friction, and increased customer trust.
- **Mentorship:** Mentored designers and embedded human-centered thinking across global teams to drive consistency and efficiency.

Senior UX Designer | DHI Group, Inc.

Nov 2016 – Jun 2021

Led UX initiatives across multiple career and recruiting platforms, unifying fragmented experiences and helping teams make data-driven decisions.

- Defined future-state workflows, prototypes, and interaction models that guided modernization efforts.
- Conducted user workshops, design sprints, and concept validation sessions to inform roadmaps.
- Advocated for consistent, scalable patterns and design system thinking across teams.

Principal Owner | ALM Design

2001 – Present

Consulting practice focused on clarifying complex services and building digital experiences centered on user needs.

- **Delta Dental of Colorado:** Reimagined digital marketing strategy to engage patients, employers, and providers.
- **State of Colorado (PEAK for ACA):** Partnered with leadership to improve online services for medical, food, and cash assistance applications.
- **Vantage HR Services (CMS/Medicare):** Designed a virtual career center with assessments, training, and job search tools.

Senior UX Strategist | Willis Towers Watson

Nov 2014 – Jun 2016

Drove UX strategy for global compensation platforms, consolidating three complex enterprise applications into a coherent digital ecosystem.

- Built hierarchies and patterns to support scalability and consistency.

- Developed information architecture and workflow improvements that aligned product strategy, and streamline workflows to scale globally.

Lead Experience Architect | Effective UI

Jun 2011 – Jun 2013

Directed design teams and client engagements for digital products and mobile apps.

- Facilitated creative sessions across stakeholders.
- Defined vision and execution for enterprise-level user experiences.

Earlier Roles

- **UX Designer | ProfitStreams** (2010–2011) – Designed POS-integrated applications for customer insights and engagement.
- **Experience Design Specialist | MATTER** (2010) – Brought brand and design strategy into digital.

Volunteering

Project Angel Heart – Supporting meal delivery for those living with severe illness.

Education

Pratt Institute – BFA, Computer Graphics

Expertise

- Complex Workflow & IA Design
- UX Strategy & Design Leadership
- User Research & Usability Testing
- Design Systems & Pattern Libraries
- Service Design & Journey Mapping
- Workshops, Sprints & Facilitation
- Prototyping & Interaction Models
- Cross-functional Collaboration
- Prototyping & Visualization

Tools

Figma | Generative AI | UserTesting | Adobe Creative Suite | Microsoft Suite | Asana | Azure | Agile & Scrum methods