

# PAIGE MURPHY

USER EXPERIENCE DESIGNER • STRATEGIC THINKER •  
PRODUCT DESIGNER



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Cape Town

## ABOUT ME

"I am just a girl" who is super passionate about strategy, making things look good, making things easy and efficient to use and making a success of each product I work on.

I started working straight after I left school which has provided me with 6 years of experience in a few different fields allowing me to hone in on exactly where my strengths lie. I have worked in administration, hospitality and fashion. Through this I have realised I am both logical and creative, which is why I decided Product and UX/UI design is the place for me.

I love the outdoors, hiking, swimming and exploring new places, I am also completing my yoga instructors course and starting to teach in my free time.

## EXPERIENCE

### UI / UX DESIGNER

Albatros Golf - NBC Sports Next

September 2023 - Present

- Collaborated with product managers and developers to define project goals and requirements.
- Come up with designs and solutions, that solves the problem, creates a fantastic user experience for the user and satisfies the time and cost constraints.
- Created wireframes, user flows, and prototypes to visualise design concepts.
- Contributed to the creation and maintenance of design systems and style guides to ensure consistency across products.
- Came up with effective solutions to address complex challenges and improve the Interface.

I have also started planning team building events to assist with company culture and get the new team to know each.

### LADIES AND MENWEAR MERCHANDISER

Guess South Africa and Blink

April 2022 - August 2023

- Inspect pre-production and bulk samples to ensure they are up to standard styling-wise and as per the brief.
- Create line books, assortment boards per season.
- Design ranges for Blink - this included doing market research, looking at trends, and creating a range of clothing for our target market.

### PRODUCT DEVELOPER

The Lisa Raleigh Group

September 2021 - March 2022

I took the product development from chaotic to organised, on time and revenue producing!

- Developing and sourcing new products that are in line with the brand.
- Using Photoshop to create mock-ups of new products to show branding placement and make logos.
- Work closely with suppliers to ensure stock is delivered to the warehouse on time, packaged correctly and as cost-effectively as possible.
- Monitor stock levels and ensure that products that are selling well are restocked.
- Restocking based on financial reports and collaboration with finance team.
- Assisting the support team to help manage customer expectations.
- Working with the sales and marketing team to ensure the correct sales and marketing plan is in place based on the target market we want to target with the products being launched.

## OWNER AND DESIGNER

Ruby Rae Sleepwear

May 2021 - Present

- Designing pyjamas
- Finding CMTs and suppliers
- Managing social media and working on emailers.

## WAITRESS

Espresso Cafe and Bistro

Sept 2020 - August 2021

## MANAGER OF THE ORDERS DEPARTMENT

Daily Fruit

July 2019 - March 2020

## ADMINISTRATIVE ASSISTANT

Daily Fruit

February 2019 - June 2019

## PART-TIME SALES ASSISTANT

The Dance Boutique

June 2016 - January 2019

## EDUCATION

### COURSERA - CALIFORNIA INSTITUTE OF ARTS

Feb 2023 - June 2023

User Experience Design Specialisation

- Visual Elements of User Interface Design - Certificate upon request
- UX Design Fundamentals - Certificate upon request
- Web Design: Strategy and Information Architecture - Certificate upon request
- Web Design: Wireframes to Prototypes - Certificate upon request

### YOUNG YOGA INSTITUTE

Feb 2023 - June 2025

Yoga Instructors Course

### VEGA SCHOOL JHB

Feb 2019 - Feb 2020

BA in Strategic Brand Communication 1st year complete

### EDENVALE HIGH SCHOOL

2014 - 2018

Bachelors Pass

## PERSONAL VALUES

Honesty

Integrity

Freedom

## SKILLS

Figma

Sketch

Adobe Illustrator

Wire Framing

Product design

Prototyping

Collaboration

Empathy and Understanding

Strategising