



PENELOPE MURDOCH

"I thrive on collaborating with people to identify solutions that yield optimal outcomes for customers and businesses. The satisfaction of improving people's lives motivates me daily."

CONTACT

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SKILLS

- Service Design
- Ux Research
- User Interviews
- Design Thinking
- Service Design
- Executive Stakeholder Management
- Mentoring Junior Designs & Client teams
- Behaviour Analysis
- Team Management
- Conceptual Designs
- Workshop facilitation
- AI Strategy
- Agile Methodology

EDUCATION

DESIGNING & BUILDING AI PRODUCTS & SERVICES I

MIT | JANUARY 2023 - APRIL 2023

PROFESSIONAL SCRUM MASTER I

SCRUM.ORG | JULY 2021

SERVICE DESIGN INTENSIVE COURSE

SYDNEY ACADEMY XI | JULY 2018

USER EXPERIENCE DESIGN

SYDNEY GENERAL ASSEMBLY

MAY 2016- JULY 2016

BACHELOR OF DESIGN

CANBERRA INSTITUTE OF TECHNOLOGY

2008 - 2011

EXPERIENCE

SENIOR UX DESIGN CONTRACT | QANTAS APRIL - DECEMBER 2024

Transforming UX on App and Web platforms to deliver seamless, end-to-end Help and Support case management.

LEAD DESIGN MANAGER | HIVERY JULY 2022- APRIL 2024

Drove a customer-centric approach through digital and structural transformation. Initiatives included:

- **Uplift design practice** -Fostered a culture of creativity and excellence, driving a 25% increase in user engagement.
- **Transition to SaaS-** Managed transition of design strategy for SaaS from a legacy consulting service.

LECTURER - MBA PROGRAM | UNSW BUSINESS SCHOOL

JULY 2022- JAN 2023

Designed and facilitated MBA workshops on intrapreneurship, receiving top ratings from students for engagement and practicality.

ASSOCIATE DESIGN DIRECTOR | MCKINSEY & COMPANY

FEB 2019 -JULY 2022

Promoted from Senior Service Designer to Associate Design Director. In these roles I led human-centred design, coaching clients and junior designers.

ASSOCIATE DESIGN DIRECTOR

Leading human centred design for business strategy in both service offerings and digital transformation, coaching clients and junior designers.

- **Research for the City of Sydney** - Led citizen-centric research initiatives using human centred design principles for Sydney's 2050 decarbonisation strategy. This directly influenced policy decisions.
- **Digital transformation for a major retailer** - Uncovered key growth opportunities, presenting a board-level strategy that unlocked \$47 million in revenue.
- **Scaled service experience of learning platform** - mapped and managed complex interactions of hundreds of employees with an enterprise upskilling platform, allowing the platform to scale to thousands of learners.

SENIOR SERVICE DESIGNER

Managed teams, led research and design on E2E features and educated clients on a Human-centred approach to delivery of services and products.

- **State government stimulus project** - Led a multidisciplinary team to deliver the Dine & Discover voucher program in the state of New South Wales, aiding a \$790 million stimulus for over 5 million citizens and 20,000 small businesses.
- **Coaching & mentoring staff** - Upskilled 5 employees on user research and data driven decision making. Firmly established human-centered processes within the organisation.
- **Ethnographic research for Taxi company** - Created holistic picture of transport value chain, identifying critical points to improve value for customers, drivers and networks.
- **Workplace wellness** -Proactively drove internal wellness program to reduce employee churn and improve wellbeing and performance.

EXPERIENCE DESIGN CONSULTANT | HYPOTHESIS

SEP 2016- FEB 2019

Defined customer-centric services and processes, including drafting value propositions, service blueprints and journey maps.

- **Creating compassion through experience design** - Led comprehensive research efforts to develop customer value propositions, service blueprints, and journey maps. Enhanced welfare benefit programs, significantly improving services for the homeless community.