



Vicky Murray – UX / Product Designer

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Profile

UX Designer with more than 30 years of visual-design experience and hands-on ownership of complex B2B ecommerce journeys. Since moving into UX in 2024, I have combined behavioural research, information architecture, interaction design and responsive UI to turn ambiguous business needs into evidence-led digital solutions. I work from discovery and Figma prototyping through developer handoff and implementation review, bringing the visual craft and commercial perspective of a long career in brand and graphic design.

Core capabilities

- Behavioural research and analysis using Hotjar, OpenReplay, funnels, heatmaps and session recordings
- Information architecture, user flows, interaction design, UX writing and usability review
- Responsive wireframes and interactive prototypes in Figma
- Design systems, reusable components and brand translation into digital products
- Developer-ready specifications, Jira tickets, acceptance criteria, handoff and design QA
- Cross-functional collaboration with e-commerce, marketing, product and technical teams

Professional experience

UX Designer | Flowtech

Skelmersdale | Feb 2024 – Present

- Own end-to-end UX/UI work for Flowtech's B2B ecommerce experience, from research and journey mapping through responsive prototypes, delivery specifications, handoff and post-build design review.
- Redesigned key Delivery and Payment interactions in Checkout. Following a stabilisation release, a directional Hotjar comparison showed average page time falling from 3:01 to 1:23 and page-level drop-off from 21.1% to 9.3%.
- Used three months of Hotjar evidence to reframe the homepage around high-intent customer tasks; produced an approved responsive proposal, visual assets and a component-level Jira backlog.
- Mapped complex journeys, states and edge cases for proposed online quoting and modular Product Detail Page systems spanning multiple ecommerce entry points and technical-content needs.
- Combined analytics and UX assessment to challenge a site-wide multi-select filtering request and recommend a lower-risk campaign-specific alternative for further exploration.
- Maintain reusable UI patterns and components, prepare developer-ready specifications and work with stakeholders and technical teams to translate requirements into practical interfaces.

Graphic Designer | Flowtech

Skelmersdale | Jul 2012 – Feb 2024

- Led the 2021 Flowtech rebrand from identity development and guidelines through launch communications and rollout across digital, print, signage, workwear and international sites.
- Managed brand consistency across a multi-brand group and translated identity systems into websites, campaigns, environmental graphics, presentations and internal communications.
- Designed and produced annual, half-year and employee-facing strategic reports, organising complex content and artwork to fixed reporting and print deadlines.
- Created adaptable distributor catalogue templates and managed artwork and approvals for more than 130 cover variations per production cycle.



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Earlier experience

Freelance Graphic Designer | Orchard Agency

Manchester | 2010 – Jul 2012

- Delivered agency and client work across the North West, including brochures, press advertising and marketing collateral under tight turnarounds.

Director & Company Secretary | Mustang Creative

Knowsley | 2004 – 2010

- Co-ran the design studio's day-to-day operations while delivering brand and communication design for clients including Hugh Baird College, Jobcentre Plus and the Northwest Development Agency.
- Managed client relationships, company accounts and compliance alongside hands-on creative work.

Graphic Designer | Market Approach

Skelmersdale | 2002 – 2004

- Combined design and artwork production with plate-making and coordination of print delivery.

Graphic Designer / Studio Manager | DDP Offset

Knowsley | 1995 – 2002

- Designed brochures, catalogues and identity work while managing workflow for a team of five designers.

Graphic Designer | The Drawing Room

Skelmersdale | 1989 – 1995

- Produced logo and brand design, press advertising and exhibition graphics.

Qualifications

Certificate in AI for Prototyping

UX Design Institute | 2025

Professional Diploma in UX Design (Level 5 qualification)

UX Design Institute | 2024

National Diploma in Graphic Design

Wigan College of Technology | 1987 – 1989

Tools and additional training

Tools: Figma, FigJam, Hotjar, OpenReplay, Confluence, Asana, Jira, Adobe Creative Cloud, WordPress and basic HTML/CSS.

Additional training: WordPress 101, Concise Training (2017); Webmaster HTML & CSS, Distance Learning Centre (2016).

Interests

Textile crafts and commissioned needle-felted sculpture, wide-ranging reading, and design-led simulation games.