

# David Murray

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## PROFILE

I've been a product designer, manager, and executive in agencies and product companies for the past 18 years. I've had the great fortune of designing and creating products for clients like Deloitte, HBO Europe, Dominos, Regal Cinemas, CBS Sports, NCAA, Nestlé and PepsiCo – but also the privilege of building incredibly diverse, inspiring design, and content strategy teams.

## EXPERIENCE

### **VP of Product Design, WillowTree – 2018-Present**

As the head of design at this 500 person agency, I am responsible for driving culture, quality of all client products, and the vision for what defines great design across all WillowTree offices. I have built the WillowTree design group from 5 to 50+ designers, and helped clients build and evolve their own internal design organizations.

### **Design Leadership Forum Member, InVision – 2018-Present**

Selected designer leaders from the industry, advancing the practice of design leadership by fostering a community where the world's best can learn from one another. I was nominated by my team at WillowTree ❤️.

### **Director of Product Design, WillowTree – 2015-2018**

Managed the product design group and design operations at WillowTree's headquarters in Charlottesville, VA. I was also tasked with hands-on strategy and design work for key client "blue sky" projects.

### **Principal Product Designer, WillowTree – 2013-2015**

Led design, mentored designers for large mobile products (NCAA, CBS Sports, Nestlé, Hatch).

### **Creative Director, DePalma Studios – 2013**

Helped start this small digital product studio in Nashville with two others. I was responsible for growing the creative side of the business and managing the team of designers.

### **Digital Creative Director, Royall & Company – 2007-2012**

Charged with taking previously custom, one-off digital campaigns and creating a suite of products for all university clients to use. Built the team from 5 to 60+. Royall was sold in 2014 to EAB for \$850m.

### **Lead Web Designer, Royall & Company – 2006-2007**

Managed a growing web design group for the agency.

### **Web Designer, Royall & Company – 2003-2006**

One of the first web designers at this previously print-only marketing agency.

## EDUCATION

### **Virginia Commonwealth University – 1996-2000**

Jazz Studies & Graphic Design