

David Murray

Charlottesville, VA

T: 804-787-0033

E: david@davidmurray.is

W: www.davidmurray.is

PROFILE

I've been a product designer, manager, and executive in-house at product companies and in agencies for the past 18 years. I've had the great fortune of designing and creating products for companies like HBO Europe, Orangetheory Fitness, Regal Cinemas, CBS Sports, 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

WillowTree is unique for an agency, serving as the official, long term product teams for many of our clients. As the head of design at this 500 person product partner, I am responsible for driving culture, quality of all client products, and the vision for what defines great design at WillowTree. I have built the WillowTree design group from 5 to 50+ designers, led design for key clients, and helped clients develop 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. Advising InVision on new product features. 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 clients.

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