

David Murray

VA & CA

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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 GoFundMe, 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

Head of Design, GoFundMe - 2020-Present

I lead the design group, comprised of product designers, brand designers, content strategists, and design engineers.

VP of Design, WillowTree - 2018-2020

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 450 person product partner, I was responsible for driving culture, design quality of client products, and the vision for what defines great design at WillowTree. I helped build the WillowTree design group from 5 to 30+ 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. 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 - 2003-2012

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.

EDUCATION

Virginia Commonwealth University

Jazz Studies & Graphic Design