

Megan Murphy

Senior Product Designer

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Senior product designer specializing in growth, monetization, and subscription commerce at scale. At Disney+, I lead acquisition design across four markets, ship experiments that drive measurable subscriber growth, and build the processes and prototypes that make the team faster.

Core Competencies

- ✦ **Growth & Monetization Design:** Acquisition funnels, plan merchandising, pricing presentation, onboarding, retention, A/B experimentation
- ✦ **UX & Systems Thinking:** Interaction design, prototyping, design systems, responsive mobile & web
- ✦ **Cross-Functional Partnership:** Collaboration with Product, Engineering, Data Science, and UXR; stakeholder alignment; presenting results to leadership

Design: Figma, HTML/CSS prototyping | **AI:** Claude, ChatGPT, CoPilot, Cursor | **PM:** Jira, Airtable | **Analytics:** Google Analytics, Looker

Experience

Senior Product Designer | Disney+

June 2024 – Present, NYC

- ✦ Lead growth and acquisition design across Disney+ and Hulu subscription flows, serving four markets (US, CA, KR, UK) with reusable patterns that scale to ESPN and third-party partner bundles.
- ✦ Shipped 10+ experiments driving significant gains in subscriber growth and operating income. Designed patterns adopted cross-platform without further involvement (e.g., Cancel Anytime messaging: validated on Hulu, then fast-tracked to Disney+).
- ✦ Built experiment brief templates, formalized legal review processes, and introduced up-front constraint discovery that helped the team more than double testing velocity (194% increase, 100 experiments in FY25).
- ✦ Build interactive, coded prototypes with spec annotations that communicate motion, theming, and layout intent to engineering, designed to reduce ambiguity in handoff and accelerate development.

Senior Product Designer | Dia & Co

May 2022 – Feb 2024, NYC

- ✦ Designed and launched the Style Plans membership model from concept through experimentation to production, driving a 16% increase in 90-day retention and repeat purchases.
- ✦ Led discovery and merchandising design across the core commerce experience, partnering with Product and Engineering to define requirements, run experiments, and ship scalable solutions.

Product Designer | Dia & Co

Mar 2019 – May 2022, NYC

- ✦ Redesigned the onboarding quiz, increasing conversion by 55%. This was the highest-impact acquisition experiment during tenure.
- ✦ Simplified global navigation, reducing clicks by 50% and increasing conversion by 2%.

Education

- ✦ **Certificate in UX Design**, General Assembly
- ✦ **Bachelor of Science, Business**, New Jersey Institute of Technology