

# Belle Murray



## Senior Product Designer

Senior Product Designer with 5+ years designing stateful Web3 and DeFi products across consumer experiences and configuration-heavy tooling.

Web3 UX • Internal Tools • Design Systems • Consumer Products

## Summary

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I lead end-to-end design from problem framing through polished UI delivery and design QA. I partner closely with engineering to ship reliable UX for high-stakes flows like connect, sign, claim, gating, and recovery, with clear patterns for edge cases like RPC failures, signature timeouts, and partial completion.

## Education

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Bachelor of UX & Web Design

2019 - 2021

Billy Blue College of Design, Torrens University

## Experience

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Torque Protocol

2025

Senior Product Designer

- Led end-to-end design for growth and incentive creation flows powering on-chain reward distribution during private beta
- Designed campaign management tooling including leaderboards, raffles, and governance modules with complex eligibility and payout states
- Partnered with engineering to integrate UI libraries and SDK patterns, standardizing connect, sign, and claim interactions across surfaces
- Defined reliability-first UX for RPC failures, signature timeouts, and partial eligibility, improving clarity and reducing drop-off risk during critical actions
- Built and maintained reusable interaction patterns and component standards across reward and campaign tooling, improving consistency and delivery speed

Truffle

2024–2025

Senior Product Designer

- Led design for high-traffic NFT drop experiences across setup, gating, reveal, and secondary-market readiness
- Shipped hybrid drop mechanics combining NFTs and SPL tokens, including bonding curve behavior and AMM handoffs expressed through understandable user flows
- Designed configurable mint pages with live alerts and wait-mode behavior tailored for high-concurrency events and real-time state changes

## Metaplex Studios

2022 - 2023

### Product Designer

- Designed marketplace and minting experiences built on widely adopted NFT protocols and associated SDKs
- Defined UX for escrow-less listings and Auction House rule sets, including bidding, instant sales, and multi-instruction signing flows
- Translated protocol constraints into clear interaction patterns and states, ensuring users stayed oriented through transactional complexity

## Holaplex

2021–2022

### Product Designer

- Designed minting and loyalty experiences including creator storefronts and custodial wallet and treasury concepts
- Built trust-focused identity and security UX including sign-in flows and 2FA patterns for crypto-native applications
- Supported end-to-end delivery from flow definition through final UI, aligning closely with engineering on implementation details

## Strengths

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### End-to-end product design

Discovery, journeys, interaction design, UI systems, prototyping, and implementation review.

### Complex state modeling

Eligibility logic, gating rules, multi-step actions, and recoverable failure states.

### Systems and standards

Reusable components, interaction patterns, error states, and consistency across surfaces.

### High-concurrency UX

Clear status, next steps, wait states, and confidence-building messaging during spikes.

## Skills

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### Product Design

Figma • Design QA • Interaction Design • High-Fidelity Prototyping • Systems Thinking

### Technical

Webhooks • SDK Implementation Alignment • Developer Workflows • Address Lookup Tables

### Domain

Wallet Adapter Patterns • Metaplex Protocol Standards • Versioned Transactions  
Reward Structures • DeFi Mechanics

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