



# Colleen Murphy

(203) 910-1872 · hello@colleenmurphy.co · www.colleenmurphy.co

## Education

### Northeastern University

Boston, MA  
Summa Cum Laude  
BFA Graphic Design  
Minor Photography

### Studio Arts Center International

Florence, Italy  
Photography

## Skills

### Industry Knowledge

Art Direction, Graphic Design, Typography, Illustration, UX Design, UI Design, Brand Design, Creative Strategy, Brand Strategy, Campaign Management, Content Strategy, Creative Writing, Photography, Photo Editing, Photography Curation

### Tools

Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Lightroom, Figma, Final Cut Pro, Wordpress, Squarespace, Webflow, MailChimp, Marketo, Youtube Studio)

### Leadership Skills

Team Building, Mentorship, Effective Feedback, Reliability, Effective Delegation, Adaptability

## Experience

### Colleen Murphy Creative

New York City, NY · January 2012 - Present

#### Owner and Director

Work independently to direct and execute a broad range of creative projects for clients including but not limited to art and creative direction for rebrands, original design creative for social media, rapid response design, various photography assignments

Pitch project scopes, budgets, and present creative vision and project timeline clearly to clients

Hire and direct team of freelance designers, animators, videographer and photographers

Recent clients in the social impact, political, and startup sectors include Climate Power, Colorblind Productions, mpathic, and Homeroom

### Resilinc

Remote · Milpitas, CA · February 1, 2022 - Present

#### Creative Director

Develop design strategy for Resilinc to ensure consistency and clarity of our marketing message across product design, customer segments, and media

Manage design workflow and process, allowing for multiple contributors to work efficiently

Mentor direct reports to develop skills across design and creative disciplines

### Jeffrey Omura for City Council

New York City, NY · January 2021 - June 2021

#### Design Director

Directed all campaign design and creative collaborating across campaign teams, informing brand strategy, campaign brand spending, photography, and design decisions

Managed design workflow and process, allowing for multiple design contributors to work efficiently

### Northeastern University

Remote · Boston, MA · August 2020 - August 2021

#### Lecturer, College of Art, Media and Design

Taught Graphic Design 2 course remotely, collaborating with Core Faculty to further develop a design course focused on social cause mobilization campaigns

Mentored students through the creation of their own social cause campaigns, challenged students to evaluate the role of design and visual communication in addressing social issues affecting our world

Lead CAMD students to think of how design can participate in the marketplace of ideas, as opposed to "just" the marketplace of things; students explored how their work creates action and facilitated social change through problem-solving

### Democratic National Committee - Biden for President

Remote · Washington, DC · August 2020 - December 2020

#### Sr. Designer, Team Mobilization

Collaborated with video, social, e-mail, and fundraising to accomplish the goal of educating and mobilizing voters in the 2020 election while raising millions of dollars; design for social, print, and email

Lead the DNC voter education visual identity and accomplished the goal of presenting voters with the information needed to cast ballots, creating GOTV inspirational and shareable designs

Collaborated with the Biden/Harris winning design team; designed Joe Biden's Scranton vs Park Ave poster featured on store.joebidens.com

### Elizabeth Warren for President

Boston, MA January 2020 - March 2020

#### Designer

Designed social, print, video graphics, created logo lock ups and multimedia for Elizabeth Warren's Presidential campaign, collaborating with video, social, e-mail, fund-raising and policy writers

Lead design projects from start to finish, innovating with the design team to critique, edit and ship work; projects include Valentine's Day social series and Super Tuesday campaign graphics



# Colleen Murphy

(203) 910-1872 • [hello@colleenmurphy.co](mailto:hello@colleenmurphy.co) • [www.colleenmurphy.co](http://www.colleenmurphy.co)

## Press

### 2020

[Design for all Americans:  
How Biden's design team  
helped defeat Trump](#)

[Class of 2020 Mural](#)

### 2019

[Alumni Wisdom](#)

### 2018

[Website offers way for  
alumni to share stories of  
their lives](#)

[TOWN Magazine shows  
WHS students life after  
school](#)

## Experience (continued)

### B-Stock

**Belmont, CA · February 2016 - June 2019**

**Sr. Brand Manager, Graphic Designer**

Developed overall brand strategy and design for B-Stock to ensure consistency and clarity of our marketing message across product design, customer segments, and media

Coached and mentored 1 – 2 direct reports to develop skills across marketing and design disciplines

Directed graphic design team execution to support brand strategy

Informed long-term media and brand strategy including brand objectives, positioning, consumer targeting, marketing plans, user experience, and product marketing

Lead B-Stock's re-branding efforts including website redesign, visual communications, brand voice

Lead internal campaign management with cross-functional stakeholders, ensuring successful (on time and within budget) delivery of media and creative briefs, including two high level online brand campaigns, Everybody Liquidates and Bulk Lots of Love

Managed B-Stock's brand and brand voice internally throughout offices, company events and externally for trade-shows, presentations, speaking events

Managed company social media presence and collaborated on content strategy

Lead video production efforts for B-Stock to ensure we maintain high quality, engaging video content to drive seller and buyer acquisition and engagement

Drove strong growth across not only business metrics but brand equity/brand love measures

### TownMag.co

**Remote · Watertown, CT · May 2016 - Present**

**Founder and Editor, [www.townmag.co](http://www.townmag.co)**

Receive, edit and publish alumni stories to the larger community and high school students, collaborating with high school teachers to add alumni story-telling to the student curriculum

Reconnect and reenergize the community by sharing real and raw stories of success and failure to bridge the gap between alumni and current students

Market and manage product and brand development of TOWN, a high school alumni platform; test prototypes, release updated product, and lead research to calculate social impact

Organized a yearly alumni panel at the high school; alumni return to the high school to speak about their experience in the 'real world' offering truthful and honest advice to 9th-12th graders

Collaborated with the Board of Education to mentor high school students through community driven events such as painting community murals, alumni art shows and alumni classical music recitals

### Faraday Bicycles

**San Francisco, CA · May 2015 - February 2016**

**Lead Communication Designer**

Created the brand story of Faraday by translating market research and data to create strategic, design solutions across variety of different medias; photography, video, print, web, social, and illustration

Directed and managed campaigns and social media, including the "Change Your Commute" campaign, which educates potential riders about bike culture in the US and advises how to ditch the car

Created, designed, and managed marketing solutions, priority being the "Faraday Riders Club" which was a grassroots effort to create brand ambassadors to help spread the word about Faraday

### Reebok International LTD

**Canton, MA · July 2011 - January 2013**

**Global Brand Marketing Graphic Design COOP**

Created graphics, videos, animations, and multimedia for websites, retail, and company use

Collaborated with many different members in the GBM team and conceptualized, prototyped, and executed user retail experiences for upcoming campaigns, "The Sport of Fitness has Arrived" and "Live with Fire"

Photographed all in-house events and athlete visits; shot published photographs for non-profit Reebok affiliate Boks and CEO portraits which appeared in Men's Health Magazine Spain