

Michael G. Murray

GRAPHIC DESIGNER | ILLUSTRATOR

HIGHLIGHTS

Graphic design professional with over 15 years experience delivering bold, innovative and on-strategy creative for a wide variety of clients.

- Art director / copywriter / illustration / web designer including CMS applications / professional musician
- Technical expert skilled with Adobe applications and wide variety of other MAC and PC programs.
- Well rounded conceptual and creative thinking enhanced by fine art and music background.
- Extensive action sports, apparel and consumer product experience.

EXPERIENCE

Open E Design LLC, Topanga, California
Principal / Senior Art Director, 2005 - Present

Created identity programs, illustrations, on-line and print campaigns, and web-based ordering systems for clients ranging from established action sports brands to one of the world's largest consumer packaged goods company to an on-line children's toy company. Inter-agency collaboration work with brand and design agency, Sargent & Berman.

- Developed on-line ad campaigns for TVG, a TV Guide company, producing an average of 15% higher Click Through Rate from previous quarter's campaigns.
- Designed and oversaw development of scalable custom ordering website for Nestle / CPW to support global markets.
- Under new ownership continued branding expansion of Saxon Motorcycle into new markets.
- Oversee day to day operation of business.

Sauce Design, Venice, California
Principal / Senior Art Director, 1995 - 2005

Managed the design process on projects ranging from retail environmental applications, print collateral and packaging, logo design, style guides to development of original artwork for consumer promotions in the US, Latin America, and Europe. Full operational responsibility for the 5-employee firm, including budgets, timesheets, payroll, taxes, A/R, A/P, human resources and IT.

- Created identity and product line for what became one of the most recognizable apparel brands in the world: Von Dutch.
- Designed award-winning signage art for Tomorrow Land at Disneyworld (2nd prize - Sign of the Times Magazine).
- Designed and oversaw fabrication of large scale environmental graphics for ESPN Zone, a Disney company
- Developed the Saxon Motorcycle brand from conception, including the corporate identity and model naming conventions, all copywriting and collateral design for print and web. Created apparel line for the brand.

Freelance Designer
1994 - 1995

Created illustrations, identity design and brochures. Worked with clients on established licensed properties to develop promotional materials. CAD drafting for audio / video contractor on large scale projects.

EDUCATION

Long Beach State University-
Long Beach, California
Fine Arts

Santa Monica College of Design Art and Architecture
Mentor Program -Santa Monica, California
Graphic Design

AFFILIATIONS

Member AIGA
ADOBE Users Group
Djam Karet (music group)

References Available upon Request



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