



# Steven Murphy

GRAPHIC DESIGNER

## PROFILE

A friendly guy with extensive advertising & design experience in planning and producing marketing material and tools.

## CONTACT

770 - 689 - 6843

sgmurphy.com  
steven@sgmurphy.com

## SKILLS

ILLUSTRATOR



PHOTOSHOP



INDESIGN



COPYWRITING



Working knowledge of HTML5/CSS3, Muse, Flash, Dreamweaver, Adobe Premiere, Adobe After Effects, Wordpress, Drupal, and the services Webflow & Weebly

## WORK EXPERIENCE

### SENIOR GRAPHIC DESIGNER @ TIFOSI OPTICS

2015 - CURRENT

- Designed the 2016 Buyers Guide and Brand Guide.
- Created the "No-Brainer Upgrader" campaign featuring interactive collateral for sales people to persuade distributors that a move to our larger displays win turn greater profit without costing extra store space.
- Supported social media with event-centric banners, promotional video, and calls-to-action.
- Maintained company website and led the complete refresh to a mobile-friendly, responsive design.
- Developed Tifosi hype-boxes for key accounts to introduce the Tifosi brand into their stores.

### SENIOR GRAPHIC DESIGNER @ COSTAR GROUP (FORMERLY NCI)

2012 - 2015

- Worked on all aspects of the nationwide Apartment Finder production, including ad design and cover art.
- Designed marketing collateral for clients including business cards, direct mail, brochures, and flyers.
- Assumed management of all national accounts to ensure that the layouts and color stories across their campaign remained consistent throughout our product line and matched any external marketing.
- Led the conversion from Quark to InDesign and migrated ad elements to a modern asset manager.

### CONTRACT DESIGNER @ QUADRUS INTEGRATED

2012 - 2013

- Built catalogs for Pepperridge Farms, Cane River Pecan & River Street Sweets.

### GRAPHIC DESIGNER @ PRIMEDIA (NOW RENTPATH)

2007 - 2012

- Designed creative advertisements for the New Home Guide & Apartment Guide, which accounted for the approximately 14.9 million directories distributed per year by Primedia.
- Designed and animated web banners for use on ApartmentGuide.com, NewHomeGuide.com, & Rentals.com the combination of which delivered approximately 5.5 million unique visitors per month on average according to comScore Media Metrix.
- Responsible for the overall layout and production of 1-3 Apartment Guides per month.
- Worked directly with clients and sales people to meet the needs of every property.
- Headed-up initiative to convert premium ads to templates allowing clients to directly edit ads on-line.
- Designed billboard displays for DistribuTech, rack space provider of 2,400 publications.

### CONTRACT DESIGNER @ DIMENSIONAL DESIGN

2006

- Designed production ready exhibits, signage, booth graphics and tradeshow banners.
- Collaborated on concepts for clients including Phillips Arena, the Atlanta Hawks, and Nike.

### DESIGN INTERNSHIP @ THE RED & BLACK

2005

- Produced vector art and infographics for daily print publications reaching 42,000+ students, faculty.

## EDUCATION

### BACHELOR OF ARTS, ADVERTISING @ THE UNIVERSITY OF GEORGIA

2006 - 2010

- Courses included: Graphic Communications, Media Planning, Principles of Marketing, Public Relations, Advertising Research, Advertising Management, Advertising Campaigns, & Law of Mass Communication, Computer Science and Art History.



Grundy



stevenmurphy



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