

work

BERKSHIRE COMMUNITY COLLEGE Graphic Designer

Pittsfield, MA | 2015–present

Collaborate with the Marketing team to design promotional and informational flyers, posters, brochures, rack cards, postcards, table tents, advertisements, booklets, forms, catalogs, and programs; create digital signage for display on monitors throughout the campus

Assist the web manager with design direction, provide web-ready images and media upon request, and manage client requests for minor website edits

Manage printers, videographers, and other vendors to coordinate deliverables

Create, implement, and manage branding for marketing campaigns, significant college events, and specific college departments

Utilize an online project management tool to manage design assignments, communicate job status, share drafts, and request feedback

Create engaging content for the college's social media channels

Capture, edit, and organize photos and videos from college events

JF GRIFFIN PUBLISHING Senior Graphic Designer

North Adams, MA | 2008–2015

Communicated with clients and printers to create 40+ yearly publications, managing a constant flow of content, revisions, schedules, and deadlines

Presented an overwhelming volume of information as easily-read designs

Collaborated with the production team, sales team, and clients to continually improve our products and processes

Proofread, preflighted and prepared publications for print and web

Traveled to meet with prospective clients to present design solutions

McJ HEALTHCARE ADVERTISING Graphic Designer

Boston, MA | 2006–2008

Contributed to the success of a growing boutique advertising agency specializing in pharmaceutical and healthcare marketing

Created successful solutions for projects involving business identity and product naming, training materials, information design, product launch themes, convention booth graphics, and basic web design and animation

Ensured that all creative work complied with federal regulations, followed established brand guidelines, and remained on strategy

Prepared print-ready mechanicals for offset and digital printing, and die cutting

Managed freelance illustrators, photographers, and animators as needed

skills

Adobe Certified Expert in InDesign

Advanced knowledge of Adobe Photoshop, Illustrator, and Acrobat

Basic knowledge of Adobe Muse, HTML, CSS, and WordPress

Demonstrated digital photography and videography ability, SLR camera skills, and working knowledge of Adobe Premiere and iMovie video editing software

Professional understanding of color management, image resolution, and document preparation for print and web

Superior proofreading skills and attention to detail

Exceptional organization, file sharing, and time management skills

Effective, pleasant client and vendor communication skills

Able to quickly learn new software

education

MASSACHUSETTS COLLEGE OF ART & DESIGN
BFA in Communication Design, 2005

BERKSHIRE COMMUNITY COLLEGE
AA in Visual Arts, 2003

BOSTON UNIVERSITY
MS in Physical Therapy, 1999
BS in Health Studies, 1997

portfolio

erinmurphydesign.carbonmade.com