

SUZANNE MURPHY

Personal Statement

Suzanne Muphy is a brand focused creative and digital designer/illustrator for forward thinking organisations. My experience includes designing for digital and print.

Professional Capabilities

- meeting clients or account managers to discuss the business objectives and requirements of the job
- interpreting the client's business needs and developing a concept to suit their purpose
- estimating the time required to complete the work and providing quotes for clients
- developing design briefs by gathering information and data through research
- thinking creatively to produce new ideas and concepts
- using innovation to redefine a design brief within the constraints of cost and time
- presenting finalised ideas and concepts to clients or account managers
- working with a wide range of media, including photography and computer-aided design (CAD)
- proofreading to produce accurate and high-quality work
- contributing ideas and design artwork to the overall brief
- demonstrating illustrative skills with rough sketches
- working on layouts and artworking pages ready for print
- keeping abreast of emerging technologies in new media, particularly design programs such as InDesign, QuarkXPress, Illustrator, Photoshop, 3ds Max, Acrobat and After Effects
- I often have to be proactive in presenting or 'pitching' their ideas and designs to clients
- working as part of a team with printers, copywriters, photographers, stylists, illustrators, other designers, account executives, web developers and marketing specialists

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Education

Salford University 2010 - 2014

- MA (Hons) Creative Technology

Manchester College/ Liverpool John Moores
2008 - 2010

- BA (Hons) Interactive media and design

Salford University 1998 - 2000

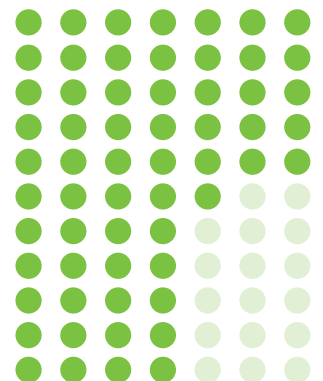
- HND Graphic Design

Salford University 1996 - 1997

- Art Foundation Course

Technical skills

Photoshop
Illustrator
InDesign
After Effects
Office
3D's Max
Final Cut Pro
Flash
Dreamweaver
HTML
CSS



Graphic Design Employment

September 2017 - August 2018

General Medical Council, Digital Designer (Contract)

I was the creative graphic designer & 'go to' person concerning all aspects of graphic design at the GMC (General Medical Council) which employs 1000 people in the UK and maintains/regulates the medical professional sector. Key GMC documents are periodically reviewed within the House of Lords, such as 'The State of Medical Education & Practice' and thus my graphic design was used to ease & stimulate the reader (the Lords) from the wide array of factual information presented to them. This type of report had me liaising with representatives of the key GMC stakeholders from various sites.

Furthermore. I lead the creative design refresh work involving research and refreshing design on all GMC collateral such as important publications, reports, website graphics, blog posts, social media posts and awareness campaigns which required strategic and conceptual thinking. My ability, personality & experience aids me to correspond effectively with people from all levels of business, via email, telephone or in person.

Design of other important reports for key GMC business stakeholders such as: the 'GMC National Training Survey' - completing report layouts. I also designed infographics to support the NTS report.

GMC conference identity research, design and application to all conference designs such as exhibition banners, invites, merchandise, LCD screens. GMC website functional icons, infographics, Photoshop work on photography.

I designed the internal communications community newsletters, employee awareness posters and screensavers.

I hold, sometimes chair, multi-site conferencing with knowledge of the GMC conferencing facilities.

I designed the new logo and brand identity for the Medical Practice Tribunal Service. I also helped with the presentation and testing for the new identity.

November 2014 - September 2018

Self Employed, Freelance Graphic Designer

Recent projects include the design of a popular Didsbury charity community centre and cafe in Manchester and the design of various marketing materials for a mobile APP company based at Media City.

July 2011 - November 2014

Printing.com, Didsbury, Manchester. Senior Graphic Designer

Logo, identity, stationery, newsletters, brochures, website and advertising design for a number of small to medium sized business'. As senior designer I am also responsible for training and mentoring a junior designer.

June 2009 - July 2011

Self Employed, Freelance Graphic Designer

Logo, identity, stationery, newsletters, brochures, website and advertising design for a number of small to medium sized business'. Including seasonal newsletters for a chartered accountancy, promotional materials for a large business conference, logo and identity design and website design for an energy company and business coach.

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June 2009 - September 2009

Wigan Council, Graphic Designer (contract).

Logo, identity, stationery, newsletters, brochures and advertising design including promotional materials such as menus, posters, banners for Wigan Councils catering company. Advertisement design promoting youth projects and an important public awareness document containing information and advice regarding domestic abuse.

October 2008 - June 2009

Travel break to Japan, Sri Lanka, India, Brazil, Argentina, Bolivia and Peru. During this time I took photos, drew sketches, wrote notes and collected items that interested me during my travels. I feel that this trip helped to inspire my future art and design work.

April 2008 - October 2008

CW Advertising, Lancashire. Graphic Designer (contract).

Advertising and marketing agency based in the North West of England specialising in design for property and construction. My tasks include design of branding, literature, large format banners and advertising.

Jan 2008 - April 2008

Brand Addition, Trafford Park. Graphic Designer (contract).

Design of branded promotional merchandise. Creation of 2-D and 3-D visuals of merchandise designs for blue chip companies such as T-Mobile and Barclay's. Research and design of Brand Addition's annual trend report.

August 2004 - September 2007

Champion Marketing, Worsley, Manchester. Graphic Designer

Design for exhibition stands, conference material, branding, advertising eshots, newsletters, websites, brochures for small to medium sized business'. Also the design and creation of an animated back stage projection for the a business conference.

References available upon request.

Hobbies

- I enjoy taking part in the Great North Swim at Lake Windermere and Salford Quays and raise money for Cancer Research. I play tennis regularly and love art exhibitions, and photography.