

SUZANNE MURPHY

Personal Statement

Suzanne is a Multi-disciplinary designer that includes video editing, animation and illustration with a professional track record demonstrated by a portfolio that spans two decades

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Professional Capabilities

- thinking creatively and independently to produce new ideas and concepts
- presenting finalised ideas and concepts to clients or account managers
- working with a wide range of media, including film, photography, animation, print and 3-D.
- interpreting the client's business needs and developing a concept to suit their purpose
- demonstrating illustrative skills with rough sketches
- developing design briefs by gathering information and data through research
- using innovation to redefine a design brief within the constraints of cost and time
- contributing ideas and design artwork to the overall brief
- keeping abreast of emerging technologies in new media, particularly design programs such as Illustrator, Photoshop, After Effects, Premiere Pro and Cinema 4D
- I often have to be proactive in presenting or 'pitching' 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
- estimating the time required to complete the work and providing quotes for clients
- meeting clients or account managers to discuss the business objectives and requirements of the project/enquiry

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

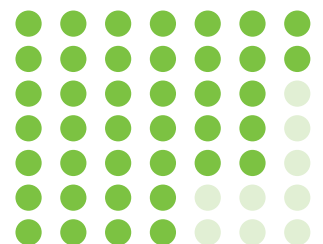
Premiere Pro

Lightroom

After Effects

InDesign

Office



Hobbies

- I swim, play tennis, and am involved in local community projects such as the Projekts Manchester skatepark and Manchester's Didsbury Good Neighbours Community Centre and Cafe. I'm also interested in photography and have a collection of film cameras.



Graphic Design Employment

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August 2023 – Present Self Employed, Freelance Graphic Designer

Projects include video editing and animation for the Arts Council.

February 2022 – August 2023 Holts Auto, Multimedia Executive (Full time)

Holts are experts in car care and maintenance Holt Lloyd offer products and services from top of the range brands: Holts, Redex, Simoniz and Prestone.

As the multimedia design executive I worked digitally and for print but primarily digitally. This involved filming and editing short promotional videos and reels for YouTube and Instagram. I created animated illustrations and advertisements for Facebook. I also assisted with the management of customer competitions. I dealt with varying branches/distributors who are based abroad for example French and German marketing teams. I held, sometimes chaired, conferencing on MS TEAMS.

Print work involved creating retail sales flyers and adverts for Tesco's. I took product and employee photos and even made a Teams background shelf of products for Holts employees. I also replied directly to customer questions on Facebook with the advise of the technical team. I took care of periodic mailers to customers informing them of company/product updates, as well as maintaining/updating client contact lists accordingly.

September 2021 – February 2022 Self Employed, Freelance Graphic Designer

Projects include designing marketing materials and exhibition designs for a pharmaceutical engineering company.

September 2019 – September 2021 Epigram Communications, Graphic Designer

Epigram is a multi-channel design studio, helping brands communicate effectively using design, animation and film. They work alongside in-house design teams, business development and marketing teams and directly with other key stakeholders at all levels within their clients' businesses.

My role as creative designer involves working digitally and for print for a range of clients such as the Arts Council, The NHS, Manchester University, Manchester Business School, Manchester Metropolitan, Huddersfield University, Manchester Museum, and the charity Gaddum.

August 2018 – 2019 Self Employed, Freelance Graphic Designer

Recent projects include point of purchase designs and illustrations for Coca Cola and Butlins.

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. 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 held, sometimes chaired, multi-site conferencing with knowledge of the GMC conferencing facilities.

I designed the new logo, brand identity and website 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

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July 2011 – November 2014
Printing.com, Didsbury, Manchester. Senior Graphic Designer

June 2009 – July 2011
Self Employed, Freelance Graphic Designer

June 2009 – September 2009
Wigan Council, Graphic Designer (contract).

October 2008 – June 2009
Travel break to Japan, Sri Lanka, India, Brazil, Argentina, Bolivia and Peru.
This trip helped to inspire my future design work.

April 2008 – October 2008
CW Advertising, Lancashire. Graphic Designer (contract).

Jan 2008 – April 2008
Brand Addition, Trafford Park. Graphic Designer (contract).

August 2004 – September 2007
Champion Marketing, Worsley, Manchester. Graphic Designer

*References available upon request.
I have my own transport.*