

DONALD MURPHY

DESIGN / ART DIRECTION / BRAND DEVELOPMENT / STRATEGIC THINKING

ILLUSTRATION / CREATIVE PROBLEM-SOLVING

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Accomplished and agile creative professional with a proven track record in all aspects of the creative process from concept through execution; excellent team player, communicator and strategic thinker. Highly skilled in building solid relationships with clients and developing design solutions that bring their vision to life in a fresh, brand-aligned and compelling way. Passionate about the power of design to tell a story with impact in order to grow business, achieve marketing goals or help others.

experience

Independent Art Director **June 2019 – present**

I take complex ideas and turn them into easily understandable narratives. I partner with clients large and small across multiple sectors – corporate, non-profit and cultural – to create visual solutions that help them communicate clearly, build their brands and engage their audiences. I bring a strong aesthetic, solid communication skills, a collaborative process and a calm approach to every project.

Clients include:

- Columbia Threadneedle Investments
- Brookfield Oaktree Wealth Solutions
- The Floating Hospital
- Callen-Lorde Community Health Center
- Anthony Brownie Flowers + Events
- The New York Conservatory for Dramatic Arts
- King & Spalding LLP
- Africare
- PGIM (Prudential Financial)
- Wildlife Conservation Society

AllianceBernstein / New York

Vice President, Design Director / April 2015 – June 2019

Senior Designer / May 2012 – April 2015

- Amplified firm's voice in the retirement market by designing the P&I 2019 Eddy Award winning video "Target Date Funds Explained"
- Helped launch firm's rebrand: collaborated with internal stakeholders, branding agency and other members of creative team; post-launch, expanded brand for all communications scenarios
- Drove development of new collateral system and created 80+ templates for use firm-wide; designed print and digital ads, emails, web graphics, digital and environmental signage and campaigns
- Achieved increased advisor engagement by designing a new business nurture program, which became the firm's first touchpoint for 1,000 advisors per month and included:
 - Email encouraging advisors to get relevant firm content
 - Mailing and gift offer to more than 400 advisors monthly that invited them to make a book selection online
 - Microsite for book choice and additional advisor resources

Results: yielded a 10% engagement rate and became the model for other client engagement initiatives

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skills

- Highly proficient in Adobe Creative Cloud – InDesign, Photoshop and Illustrator
- Strong capabilities in Procreate; Sketch; Keynote; PowerPoint
- Over 25 years of design and art direction experience
- Expertise in animated video design and art direction, social media and integrated campaigns
- Solid print production knowledge; extensive experience creating materials for events and tradeshows
- Experience directing photo shoots
- Outstanding interpersonal and communication skills

education

Pratt Institute / Brooklyn, NY / BFA, graduated with Highest Honors

museum collections, awards and memberships

- My 9/11 memorial print “Missing” is in the collections of:
 - The Library of Congress
 - The New-York Historical Society
 - The New York Public Library
 - The National September 11 Memorial and Museum
- My video “Target Date Funds Explained” won a *Pensions & Investments* 2019 Eddy Award in the Special Projects category
- Member of AIGA

- Expanded firm’s Thought Leadership by creating infographics, turning timely information into rich visual stories; these were widely shared and were also redistributed by publications like the *Wall Street Journal*
- Managed the firm’s brand globally, providing direction to internal and external creative teams

Neuberger Berman / New York

Senior Designer / August 2011 – May 2012

Led design group, managed team of designers; designed and guided refresh of firm’s marketing collateral and created brand guidelines

AllianceBernstein / New York

Assistant Vice President, Senior Designer / March 2007 – July 2011

Designed digital and print collateral; redesigned product families, including firm’s 529 savings program; mentored junior designers

Doremus and Company / New York

Senior Designer / January 2006 – February 2007

Worked exclusively on the Bank of America account. Managed a team of designers; art directed and designed animation storyboards, tradeshow displays, brochures, ads and invitations

Senior Designer, Consultant / April 2005 – January 2006

Designed marketing collateral at MetLife, Columbia University and Langton Creative Group (where clients included Pfizer, Verizon, Tyco, Siemens, and Pepsi Bottling Group)

PrimeLook, Inc. / New York

Associate Creative Director / April 2000 – April 2005

Senior Designer / September 1998 – April 2000

Managed team of designers; designed materials for Citigroup, JPMorgan, AIG SunAmerica, AXA, MassMutual, Nationwide, New York Life, Penn Mutual, Nickelodeon and MetLife

New York University / New York

Graphic Designer / December 1996 – September 1998

Designed wide variety of materials for internal clients, including The King Juan Carlos I of Spain Center, Stern School of Business, NYU Law School