

# Colleen B Murphy

San Francisco | 203 910 1872

design@colleenbmurphy.com | www.colleenbmurphy.com

## Education

### **Northeastern University**

Boston, MA

*Summa Cum Laude*

BFA Graphic Design

Minor Photography

### **Studio Arts Center**

**International**

Florence, Italy

Photography

## Experience

### **Faraday Bicycles**

San Francisco, CA April 2015 - Present

*Lead Communication Designer*

Tell the brand story of Faraday by translating market research and data to create strategic, design solutions across variety of different medias; photography, video, print, web, social, and illustration

Art direct and manage campaigns and social media, including the "Change Your Commute" campaign, which educates potential riders about bike culture in the US and advises how to ditch the car and switch to bike

Create, design, and manage marketing solutions, priority being the "Faraday Riders Club" which creates a community for all Faraday Riders, and is ultimately a grass roots effort to create brand ambassadors to help spread the word

Collaborate with the CMO to find ways to boost marketing on a tight start-up budget

### **Colleen B Murphy Design**

Boston, MA March 2013 - Present

*Owner and Creative Director*

Conceptualize, design, and direct 2d, 3d, and 4d materials including brand identities, videos, websites, and photography

Clients include Reebok LTD, Teach For America, Neon Bandits, Fresh Truck, The Om Center

### **Bus2alps LTD**

Florence, Italy January - July 2013

*Graphic Designer and Travel Photographer*

Designed graphics for website, social media, and company use

Led and photographed engaging, interactive weekend trips for groups of 20-200 visitors to the UK, Croatia, Switzerland, France, Czech Republic, Netherlands, and destinations throughout Italy

### **Reebok International LTD**

Canton, MA July 2011 - January 2013

*Global Brand Marketing Graphic Design Intern*

Created graphics, videos, animations, and multimedia for website, retail, and company use

Collaborated with many different members in the GBM team and conceptualized, prototyped, and executed user retail experiences for upcoming campaigns, "The Sport of Fitness has Arrived" and "Live with Fire"