

# MICHAEL G. MURRAY

ART DIRECTOR | GRAPHIC DESIGNER

view portfolio: [www.mgmurray.com](http://www.mgmurray.com)

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Branding, art direction and graphic design professional with over 20 years experience delivering bold, innovative brand development and on-strategy creative for a wide variety of clients.

## HIGHLIGHTS

- Art director / illustrator / 3D designer / copywriter / web designer / professional musician
- Technical expert skilled with Adobe applications and wide variety of other MAC and PC programs
- Well-rounded conceptual and creative thinking enhanced by a fine art and music background
- Extensive action sports, apparel and consumer product experience

## EXPERIENCE

### **Freelance Visual Designer, Los Angeles, CA / Boulder, CO** Designer, 2018-Present

Bulletproof Coffee, Arch Motorcycle Company (Keanu Reeves' brand), Octagon Marketing, WellQor Behavioral Health

### **Advantage Sponsorship and Branding (Division of Interpublic Group), Los Angeles, CA** Associate Creative Director, 2012 - 2014; Art Director, 2014-2018

Creative and Art direction for large-scale experiential marketing campaigns. Managed creative launch for a 25 city co-branded NCAA College Football / Hyundai campaign with on-site activations. Directed design team for EX Award-winning Hyundai/ NFL brand partnership activations including space design, 3D modeling, visual design and production.

### **Open E Design LLC, Topanga, CA**

Principal / Senior Art Director, 2005 - 2011

Created identity programs, illustrations, on-line and print campaigns, and web-based ordering systems for clients including an established action sports brands, one of the world's largest consumer packaged goods companies and an on-line children's toy company. Inter-agency collaboration work with branding and design agency, Sargent & Berman.

- Developed on-line ad campaigns for TVG, a TV Guide company, producing an average of 15% higher click-through-rate from previous quarter's campaigns.
- Designed and oversaw development of scalable custom ordering website for Nestle / CPW to support global markets.
- Under new ownership – continued branding expansion of Saxon Motorcycle into new markets.
- Oversaw day-to-day operation of business.

### **Sauce Design, Venice, CA**

Principal / Senior Art Director, 1995 - 2005

Managed the design process on projects ranging from retail environmental applications, print collateral and packaging, logo design, style guides to development of original artwork for consumer promotions in the US, Latin America, and Europe. Operational responsibility for the firm, including budgets, timesheets and payroll taxes, A/R, A/P, human resources and IT.

- Created identity and product line for what became one of the most iconic Southern California apparel brands in the world: Von Dutch
- Designed award-winning Coca-Cola kiosk for Tomorrowland at Disneyworld (2nd prize Sign of the Times Magazine)
- Designed and oversaw fabrication of large-scale environmental graphics for ESPN Zone – a Disney company
- Developed the Saxon Motorcycle brand from conception, including the corporate identity and model naming conventions, all copywriting and collateral design for print and web – created apparel line for the brand

## EDUCATION

Long Beach State University Long Beach, California  
Fine Arts

Santa Monica College of Design Art and Architecture  
Mentor Program – Santa Monica, California  
Graphic Design

## INTERESTS

Painting, Motorcycles, Snowboarding,  
Hiking, Songwriting, Yoga

References Available Upon Request