

M. GUNNAR MURRAY

ART DIRECTOR / CREATIVE DIRECTOR / GRAPHIC DESIGNER



BRANDS SERVED (Partial List)

Arbor Sports
Coca-Cola
Disney
Dogtown Skateboards
ESPN
FOX Television
Hyundai
LG
NFL
Nestlé

EDUCATION

Long Beach State University
Long Beach, California
Fine Arts

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

ACTIVITIES

Hiking
Motorcycling
Painting
Songwriting
Snowboarding
Surfing
Yoga



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HIGHLIGHTS

Multi-disciplined design professional with over 20 years experience delivering bold, on-strategy creative from branding programs to large-scale experiential activations.

SKILLS

- Art & creative direction / illustration / 3D design / brand building / experiential activation design and development / web design
- 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
- Versatile across multiple industries including automotive, health and wellness, action sports, and entertainment

EXPERIENCE

Freelance Visual Designer, Los Angeles, CA / Boulder, CO

Designer, 2018-Present

Current Clients: Arch Motorcycle Company (Keanu Reeves' brand), Bulletproof Coffee, L.A. Libations, Octagon Marketing, WellQor Behavioral Health

Advantage Environmental Sponsorship & 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, Los Angeles, CA

Principal / Senior Art Director, 2005 - 2011

Created identity programs, illustrations, on-line / print campaigns for various clients including Fox Television and horse racing network, TVG. Developed, designed and managed website team for one of the world's largest consumer packaged goods companies (CPW). Implemented the brand strategy from the ground up for Saxon Motorcycles, including naming ideation and all design and promotional material.

Sauce Design, Venice, CA

Principal / Senior Art Director, 1995 - 2005

Launched and managed a design firm that contributed to the success of start-up brands such as Von Dutch, Arbor Sports and Red Bull's sponsorship of Action Sports activities. The agency developed engaging retail environmental applications, apparel, print collateral, packaging, logo design and style guides for world-renowned brands such as Bimbo, Coca-Cola, Disney, and ESPN. Contributed to 10-15% growth each consecutive year.