

# Michael Gunnar Murray

ART DIRECTOR / CREATIVE DIRECTOR / GRAPHIC DESIGNER

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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 / graphic design / 3D design / brand building / experiential activation design and development / web design / team building / project management
- Technical expert skilled with Adobe Creative Suite and a wide variety of other MAC and PC programs
- Well-rounded strategic and creative design thinking enhanced by a fine art and music background
- Versatile across multiple industries including automotive, health and wellness, action sports, and entertainment

## WORK HISTORY

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

9/2018-Present

Develop branding, graphic design, 3D design, and web design campaigns. Current Clients: Arch Motorcycle (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, 3/2012 - 2014; Art Director, 7/2014-9/2018

- Developed creative and art direction strategies for large-scale experiential marketing campaigns
- Managed creative launch for a 25 city co-branded NCAA College Football / Hyundai campaign with on-site activations
- Hired, trained and supervised design team to develop our multiple activations, including for EX Award-winning Hyundai / NFL brand partnership activation. Responsibilities included developing space design, 3D modeling, visual design and production, and vendor relations

### Open E Design LLC, Los Angeles, CA

Principal / Senior Art Director, 6/2005 - 12/2011

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

### Sauce Design, Venice, CA

Principal / Senior Art Director, 9/1999 - 7/2005

- 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, developing apparel lines, POP and other print collateral, and applied graphics for other applications
- 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

## 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

## AWARDS

**Ex Award**  
Event Marketer  
Best Sports Activation  
Hyundai/ NFL  
Hyundai/ NCAA  
Best Single-Market (B2C)  
LG/NCAA  
**NFL Superbowl Committee**  
Superbowl 50  
Best Legacy of Change

