

CAITLIN MURPHY

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caitlinmurphy.design

CURRENT

EDDIE BAUER

Graphic Designer / April 2022 - Present

Design print marketing including store signage, window displays, gift cards, promotional pieces like postcards and awards certificates, wholesale partner marketing, product packaging, influencer gift boxes; illustrated the 2023 holiday windows

PHILIP B BOTANICALS

Graphic Designer / March 2022 - Present

Design promotional emails, site and app assets and small print marketing collateral such as event invites, info cards, etc.

MISC FREELANCE PROJECTS

March 2018 - Present

Conceptualize identities for new and existing brands, including logo design, brand identities and website development; create graphics for digital and print marketing; clients include ADAY, bluPrint, Platform Seven, Kenzie Burke, Retrouvai Modern Heirlooms, etc.

PREVIOUS

LOGAN HOLLOWELL JEWELRY

Graphic Designer & Content Creator / May 2020 - April 2022

Designed marketing collateral including emails, packaging, Shopify website and app assets; created look books and style guides for launches and collaborations; edited and animated videos for social media; edited editorial photography and product imagery

47 DEGREES NORTH MARKETING

Design Lead & Marketing Specialist / April 2019 - July 2020

Designed marketing collateral for clients, including print and digital advertisements, social media content, market reports, personalized newsletters and business-to-consumer emails

UW SUSTAINABILITY

Graphic Designer / August 2018 - 2019

Designed campus outreach and engagement projects, including posters, emails and social media; spearheaded visual design for the University's 2019 Earth Day event

EDUCATION

University of Washington

Bachelor of Design:

Visual Communication Design

Class of 2019

Bellevue College

Continuing Education Programs

Ceramics, summer 2017

Typography, winter 2013

Parsons School of Design / NYC

Graphic Design Program, summer 2014

SKILLS

Adobe Creative Suite

InDesign, Illustrator, Photoshop, After Effects, Premiere Pro

Web Design

Squarespace, Webflow, Wix

Prototyping

Figma, Sketch, Principle, Invision

Other

Illustration, video editing, social media content creation & management, copy writing & editing

INTERESTS

Interior design, sustainable fashion and packaging, landscape architecture, video and animation, clean skincare and beauty, active wear