

Andrea Murphy

Brand Designer
Senior Visual Designer
Web Designer

15+ years of experience creating cohesive brands, websites, and digital marketing experiences that connect businesses with their audiences. I uncover the personality behind a brand and translate business goals into compelling visual experiences. Experienced leading rebrands and partnering with marketing teams and developers from concept through execution.

Experience

Senior Visual Designer | *EZ Texting* | 2022-2026

- Served as the primary in-house designer, partnering closely with marketing leadership to lead visual design across web, email, digital advertising, sales enablement, and integrated marketing campaigns.
- Helped shape and execute two company rebrands, balancing evolving business goals with a cohesive brand experience across websites, marketing campaigns, email, sales collateral, and digital advertising.
- Partnered closely with developers throughout implementation, communicating design intent, responsive behavior, interactions, and user experience to ensure high-quality execution across desktop and mobile.
- Led contract designers by establishing brand direction, assigning work, reviewing creative, providing feedback, and ensuring consistency across marketing initiatives.

Qualifications

Core Expertise

Brand Identity • Visual Design •
Web Design • Digital Marketing
• Email Marketing • Art Direction
• UI Design • Creative Strategy •
Developer Collaboration •
Interaction Design

Education

UC Davis
B.A. Graphic Design

Sierra College
A.A. Applied Art & Design

Design Tools

Figma • Adobe Photoshop •
Adobe Illustrator • Adobe
InDesign • Adobe After Effects •
Adobe Firefly • HTML/CSS •
ChatGPT • Claude

Brand & Digital Designer | *Brightspace Agency* | 2020-2021

- Guided clients through a brand discovery process to uncover their unique identity, then translated those insights into websites, marketing campaigns, and cohesive brand experiences.
- Created branding, websites, and marketing campaigns for clients across food, beverage, healthcare, logistics, hospitality, and consumer industries, adapting each solution to the unique personality and goals of the brand.

Lead Concierge Designer | *AVB Marketing* | 2017-2021

- Served as Lead Concierge Designer for AVB's premier retail accounts, providing creative direction and overseeing a small team of designers.
- Designed and built custom ecommerce websites within AVB's web platform, using interaction design and CSS to create engaging user experiences beyond the platform's core framework.

Web & Graphic Designer | *Sub Sea Systems* | 2013-2017

- Created digital experiences through websites, email marketing, blog content, illustrations, video, and digital marketing assets across multiple product lines, adapting each to its own distinct brand identity.