

# KENDRA MURPHY

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## EDUCATION

### Rochester Institute of Technology

Graphic Design BFA  
Writing Immersion  
Eureka Design Conference Winner 2016

### Mahidol University International College

CIS Abroad Semester in Thailand

### KCP International Japanese Language School

Spring Semester

## SKILLS

### Adobe Creative Cloud:

Photoshop, Illustrator, Indesign, Lightroom, After Effects, Premiere, XD, Express

Canva

Microsoft Office

Print and Digital Design

Motion Graphics and Animation

Storyboarding

Writing & Copyediting

Branding and Identity Design

Logo Design

Typography

Layout Design

Photography

### Volunteering

DFPS Texas Youth and Parent Helpline Crisis Advocate

New Hope Animal Rescue Cattery Caretaker

AIGA Austin Volunteer and Member

TAAFI Toronto Animation Festival Volunteer 2018

CMDA Global Health Outreach Logistics Volunteer  
Nepal 2015 & El Salvador 2016

## EXPERIENCE

### Freelance Designer

*Clients:* Moonsail North, Bythewood Creative, Brand Crush Monday, 72 Music Management, Harrell Funeral Homes, Prosper Rochester Welventures, TeachTown, Bon Bon Films, etc.

Leveraged creative expertise to produce a wide range of design solutions, including animations, annual reports, funeral programs, packaging, social graphics, illustration, book covers and layouts, album covers, etc. Collaborated with diverse clientele to meet their specific design needs and vision, resulting in highly customized deliverables that exceeded expectations.

### Motion Graphics Designer

#### Hahn Agency

2021 to 2023

Created compelling animations, digital ads, icons, social graphics, print collateral and presentation visuals for clients. Researched, conceived and executed visuals for large-scale campaigns. Increased customer understanding of client offerings through animated infographics, digital ad campaigns and interactive print notices.

### Graphic Designer

#### Alpha Media

2021 to 2022

Created banner ads and other graphics for station and advertising clients that bolstered brand and business awareness. Designed and animated opening title to create brand identity for new content channel.

### Graphic Brand Design Intern

#### Munch LLC

2020 to 2021

Led and designed the comprehensive development of a brand identity from the ground up, including market research, visual ideation, logo design, copy writing, and supplementary graphics. Designed initial product line packaging to strategically position company for marketplace success.

### Multimedia Animation and Graphic Design Assistant

#### Pearson Inc

2020 to 2020

Create illustrations, graphics, charts, and edited photos for grade school and high school testing materials to ensure students' clarity in understanding test questions, using best practices for accessibility.

### Designer, Writer and Motionographer

#### Reporter Magazine

2016 to 2019

Pioneered the magazines' visual identity by designing editorial spreads, ads, posters and tarot cards for print. Co-founded and actively contributed to the motion graphics department, enhancing the publication's multimedia storytelling capabilities. Wrote news articles, conducted research, interviewed sources, and participating as a guest on our podcast.