

KENDRA MURPHY

MOTION GRAPHICS & VISUAL DESIGNER

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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

Print and Digital Design

Motion Graphics and Animation

Storyboarding

Writing & Copyediting

Branding and Identity Design

Logo Design

Typography

Journalism

EXPERIENCE

Freelance Designer

Clients: Moonsail North, Bythewood Creative, Brand Crush Monday, Martian Studios, etc.

Leveraged creative expertise to produce a wide range of design solutions, including animations, annual reports, packaging, 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, copywriting, 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.

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.

Volunteering

Texas DFPS Texas Youth Helpline Crisis Advocate

Austin Pets Alive! Cat Foster Parent

AIGA Austin Volunteer and Member

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