

JOSEPH MURPHY

DIRECTOR OF ART

CONTACTS

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ABOUT ME

Creative visionary with extensive experience in visual storytelling, brand identity development, and multimedia content creation. My artistic journey spans digital design, video production, and comprehensive visual strategy across diverse industries. With a deep understanding of both traditional fine arts and cutting-edge digital media, I excel at translating brand concepts into compelling visual narratives. My expertise encompasses creative team leadership, art direction for multi-platform campaigns, and the seamless integration of aesthetic vision with strategic business objectives. As a collaborative leader, I foster innovation while maintaining artistic integrity across all creative endeavors.

EDUCATION

BACHELOR FINE ARTS
OHIO UNIVERSITY, Columbus
2011

CONSULTING WORK EXPERIENCE

DIRECTOR OF ART, VICTORY WELLNESS MED SPA

- Conceptualized and executed innovative visual content strategies, establishing a cohesive brand aesthetic that increased engagement by 150%
- Directed daily visual content production, maintaining consistent artistic standards across all brand touchpoints
- Led creative team training in visual storytelling techniques and brand consistency protocols
- Orchestrated creative kick-off sessions and collaborative brainstorming to drive artistic innovation
- Guided cross-functional teams in developing cutting-edge visual campaigns and brand identity systems

- Oversaw art direction for impactful product launches and multimedia advertising initiatives
- Managed visual design across four corporate websites, ensuring cohesive brand representation

CREATIVE DIRECTOR, JIVA MED SPA, Columbus

- Pioneered comprehensive visual brand strategies, achieving a 200% increase in audience engagement through compelling design
- Conceptualized and directed video content production, creating captivating visual narratives for digital platforms
- Led website visual redesign initiatives, optimizing user experience through strategic design implementation
- Directed visual elements of integrated marketing campaigns to maximize brand impact
- Orchestrated visual identity for successful service launches, ensuring cohesive market presentation
- Mentored creative team members in visual design principles and brand application standards
- Developed and maintained visual brand guidelines, achieving substantial growth in brand recognition

CREATIVE DIRECTOR, COLUMBUS COLONY

- Spearheaded the visual transformation from static presentations to dynamic, engaging multimedia experiences, boosting engagement by 250%
- Developed and executed comprehensive visual marketing strategies, contributing to doubled resident numbers
- Led organization-wide training on visual brand standards and creative best practices
- Oversaw all visual content creation and brand implementation, significantly improving brand recognition

FREELANCE ART DIRECTOR

- Provided comprehensive visual strategy and creative direction for 200+ medical spas, wellness clinics, and small businesses
- Developed cohesive visual identities, brand guidelines, and multimedia content strategies
- Created compelling visual narratives across digital platforms, print materials, and environmental design

VISUAL STRATEGY DIRECTOR, OHIO UNIVERSITY

- Formulated and implemented comprehensive visual identity systems for regional university campuses
- Led the visual redesign and migration of content across 50,000 web pages, ensuring brand consistency

- Directed visual management of 17 educational websites, maintaining high-quality design standards
- Created targeted visual campaigns to enhance student recruitment and engagement

SKILLS

Creative Leadership

- Art Direction
- Visual Strategy Development
- Creative Team Management
- Brand Identity Design
- Visual Storytelling

Design & Production

- Layout Design & Typography
- Photo Art Direction & Editing
- Video Production & Post-Production
- Web Design & UI/UX
- Print Design & Production

Digital Artistry

- Multi-Platform Visual Content
- Social Media Art Direction
- Interactive Design
- Motion Graphics
- Digital Asset Management

Technical Proficiency

- Adobe Creative Suite
- Video Editing Software
- Content Management Systems
- Design Collaboration Tools
- Project Management Platforms

Strategic Vision

- Brand Development
- Visual Campaign Strategy
- Market Research & Analysis
- Creative Budget Management
- Cross-Platform Integration