

Erin Murphy

graphic designer

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413.329.5805
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✳️ design portfolio

work

Owner & Graphic Designer

ERIN MURPHY DESIGN LLC Pittsfield, MA | 2018–present

- Partner with new and established clients to direct and solve an exciting array of print, digital, and web design challenges
- Incorporate accessibility requirements and recommendations into my design process whenever possible
- Manage all aspects of a graphic design business

Marketing Coordinator & Designer

BERKSHIRE ART CENTER Stockbridge, MA | 2019–2021

- Designed and managed the school's website; efficiently published hundreds of seasonal classes, events, and opportunities for different audiences
- Redesigned seasonal brochures, posters, advertisements, event invitations, and catalogs to improve content and brand clarity
- Created, discovered, and promoted engaging content for the school's social media channels
- Curated, designed, and sent a weekly e-newsletter to a growing subscriber audience using MailChimp
- Photographed classes, camps, gallery pieces, and events for marketing use

Graphic Designer

BERKSHIRE COMMUNITY COLLEGE Pittsfield, MA | 2015–2018

- Collaborated with the Marketing & Communications team to design a wide array of print and digital materials for promotion and information
- Created, implemented, and managed branding for significant college events, specific college departments, and large-scale marketing campaigns
- Assisted the web manager with design direction, provided web-ready images and media upon request, and managed client requests for website edits
- Managed printers, videographers, and other vendors to coordinate deliverables
- Photographed, edited, and organized images and videos from college events

Senior Graphic Designer

JF GRIFFIN PUBLISHING Williamstown/North Adams, MA | 2008–2015

- Communicated with clients and printers to create 40+ yearly publications, managing a constant flow of content, revisions, schedules, and deadlines
- Presented an overwhelming volume of information as easily-read designs
- Collaborated with the production team, sales team, and clients to continually improve our products and processes
- Proofread and prepared publications for print and web, including press checks

certifications & skills

Certified Professional in Accessibility Core Competencies (IAAP)

Adobe Certified Expert in InDesign

Advanced knowledge of Adobe Photoshop, Illustrator, and Acrobat

Proficient use of Microsoft Office

Growing expertise creating accessible digital documents and websites

Professional understanding of color management, image resolution, and document preparation for print and web

Solid understanding of HTML, CSS, WordPress, Squarespace, Wix, and online content management systems

Exceptional organization, file sharing, and time management skills

Superior proofreading and attention to detail

Responsive and pleasant client, team, and vendor communication skills

Effective use of Asana, Redbooth, AirTable, and Slack for team communication

Professional experience creating engaging content for Instagram, Facebook, Pinterest, YouTube, and e-newsletters

Demonstrated digital photography and videography ability, and knowledge of video editing software

education

MASSACHUSETTS COLLEGE OF ART & DESIGN
BFA in Communication Design, 2005

BERKSHIRE COMMUNITY COLLEGE
AA in Visual Arts, 2003

BOSTON UNIVERSITY
MS in Physical Therapy, 1999
BS in Health Studies, 1997

community

Board Member

South Community Food Pantry

Member

International Association of Accessibility Professionals (IAAP)

Berkshire Business & Professional Women

Berkshire County EforAll: Business Accelerator, Spring 2022 Cohort

CreativePro Network