

RANDALL C. MURPHY

Senior Graphic Designer

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Portfolio: randall-murphy.com

SUMMARY

Senior graphic designer with 10+ years of experience creating bold, high-impact visuals across digital, print, and marketing channels. Proven ability to lead projects from concept through production, delivering compelling creative that strengthens brand identity and drives engagement. Experienced designing for diverse audiences across B2B and B2C markets, with deep expertise in Adobe Creative Suite, responsive design, and fast-paced campaign execution. Combines strong visual storytelling with technical knowledge of front-end development to produce effective, production-ready creative across web, packaging, and promotional platforms.

SKILLS

UX/UI Design

Wireframes • Prototyping • Task Flows • User Testing • Responsive Layouts

Graphic Design

Marketing Campaigns • Web Graphics • Email Design • Branding

Development

HTML/CSS • JS/jQuery • XML

Multimedia

Animation • Video Editing • Audio Production • 3D Modeling

Software

Photoshop • Illustrator • After Effects • Premiere • Flash • Dreamweaver • Articulate Storyline • Canva • Captivate • Figma • 3D Studio Max

Platforms

Windows • Mac

EXPERIENCE

Ready Alliance Group — Senior Graphic Designer

Jan 2015 – Present

- Lead creative development for marketing campaigns, promotional assets, and branded digital content.

- Design web graphics, email campaigns, landing pages, and social media visuals to support product promotion and customer engagement.
 - Translate business goals into clear visual messaging aligned with brand standards.
 - Produce high-volume creative under tight deadlines while maintaining quality and consistency.
 - Collaborate with marketing and stakeholders to plan and execute targeted campaigns.
 - Build and code HTML/CSS emails and landing pages to ensure accurate design implementation.
 - Maintain cohesive brand presence across all digital channels.
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Capital One — Lead Designer

2014 – 2015

- Led redesign of ShareBuilder401k.com and supporting campaign pages to improve usability and visual clarity.
 - Created digital marketing assets featured on major financial media platforms.
 - Designed responsive layouts and interactive tools to enhance user engagement.
 - Ensured ADA compliance and accessibility across web experiences.
 - Delivered polished creative aligned to strict brand and regulatory standards.
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USAA — Sr. Creative Designer

Feb – Aug 2014

- Designed responsive web and mobile experiences for financial tools and account management features.
 - Developed rapid prototypes and UI solutions to support product launches and feature updates.
 - Produced marketing banners, newsletters, and digital communications optimized across devices.
 - Simplified complex workflows through clean, user-focused visual design.
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Hellier NDT — Creative Director

Dec 2013 – May 2014

- Directed visual design for technical training programs, creating cohesive branding across course materials.
 - Built reusable templates, graphics, and multimedia content to support scalable production.
 - Established clear creative guidelines to maintain consistency across deliverables.
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MTS Technologies — Lead Developer, US Army Sergeants Major Academy

Nov 2012 – Nov 2013

- Managed a multidisciplinary team producing interactive training interfaces and digital content.
 - Designed UI assets and front-end experiences using HTML, CSS, JS, and jQuery.
 - Standardized workflows to improve production speed and consistency.
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Bohemia Interactive — 3D Modeler / Texture Artist

- Created optimized 3D models and LODs for Army simulation systems.
 - Designed complete texture sets using 3D Coat and Photoshop.
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UT Health Science Center — Web Specialist

Nov 2009 – Nov 2012

- Redesigned key department websites and UI components.
 - Developed pages using HTML/CSS, and jQuery.
 - Created animations, email campaigns, multimedia content, and style guides.
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Karta Technologies — Multimedia Specialist II

2004 – 2009

- Designed UX/UI for eLearning and interactive training applications.
 - Produced Flash templates, videos, audio, 3D animations, and demos.
 - Created wireframes, storyboards, and style guides.
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Northrop Grumman — Graphic Artist / 3D Developer

2000 – 2004

- Designed tower simulation system interfaces.
 - Modeled and animated components for military training.
 - Developed real-time 3D assets for the web.
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EDUCATION

B.A. in Graphic Design, State University of New York
Minor in Photography

Adobe Certified Expert (ACE): Photoshop, Flash, Illustrator

AWARDS & ACHIEVEMENTS

- Brandon Hall “Excellence in E-Learning” Award
- Team Lead, Aeromedical Evacuation Training Courseware (USAF, 2005)
- Delivered 8,000+ hours of successful work for AT&T, USAA, National Guard, U.S. Army/Air Force, HEB, State Farm