

Kevin Murray

Designer/Art Director

AboutKevin.ca
murray.kd@gmail.com
(403) 710-6227

About Me

I'm a multi-disciplinary designer with a photography background and an interest in telling stories that resonate. I have extensive experience in brand, package and print design, a growing skill set in UX design and the ability to write copy when needed. I love the challenges in design and I'm excited to work with great people. I'm a dad to two kind, intelligent and goofy little girls that I share with my much smarter and better-looking partner.

My Experience

Freelance Designer | July 2014–Present

I work with clients to develop brands, advertising and marketing materials that tell engaging stories. Brand and brand system design work for a local not-for-profit mental health organization has been a highlight of this time.

Rebox - A B2B Brand Distillery | Sr. Designer/AD | Aug 2014–May 2022

In nearly eight years with Rebox, I worked on just about every deliverable imaginable for our B2B and B2C clients, from brand system building to packaging to print design to web design to video and motion graphics. I had the opportunity to mentor a number of junior designers who continue to do great work. *Here are some featured client highlights:*

McSweeney's Jerky & Meat Snacks

- Led package design system development and its evolution to cover more than 50 SKUs in several formats and categories;
- Concepted/storyboarded/post-production work for three broadcast-ready commercials;
- Concepted and produced in-game motion graphics for MLS and WHL markets;
- Evolved the design of all needed sales and marketing materials for print, ad and digital placements;
- Created static and motion graphics for social media use;
- Performed most duties related to account management including writing briefs, client communication and updates.

Armour Equipment

- Designed and art directed an Employee Handbook in a comic book style that resonated with staff and prospects/clients.

Calgary TELUS Convention Centre

- Designed and produced a new brand identity (sadly shelved);
- Created 24 ads and copywrote 24 articles for *Business in Calgary* feature ad placements;
- Ideated and led asset creation for print production work on the flagship Spring Garden Party.

Quickthree Solutions

- Designed, built and launched a streamlined WordPress website with updated messaging and imagery. *The company was sold for \$42M within one year of the site launch.*

Rebox - A B2B Brand Distillery

- Led design and production on company rebrand;
- Designed, built and launched a new website;
- Developed, produced and promoted the *Kill the Ad Man* podcast (400+ downloads).

Skills & Tools

Ability to build ideas that work across channels, design for print, packaging, and web, manage and communicate with clients, develop creative briefs and manage projects, copywriting and editing, collaborative or independent worker as the situation demands, LOTS of experience working on time-sensitive and high demand deliverables.

InDesign, Illustrator, Photoshop, XD, After Effects, Audition, Figma, HTML, CSS, WP/Elementor, PowerPoint, Word, Excel.

Personal Philosophy

I try to live my life with a few simple philosophies:

Stay Curious.

Be Humble.

A Rising Tide Lifts All Boats.

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Volunteer Experience

Brand and Design Advisor | October 2015–Present
Elements Calgary Mental Health Centre

I work with the senior directors to tell the Elements story to stakeholders and the community. This included a complete rebrand of the organization in 2016–17. Projects have included annual reports, advising on environmental graphics and a planned website update in 2022.

Board Member | March 2017–June 2019
Elements Calgary Mental Health Centre

I joined the board of directors in March 2017 and contributed to guidance and policy updates. As a member of the Communications Committee, I used my expertise to help develop and communicate the brand and vision to the membership, clients and other stakeholders.

Education

Ongoing!

I'm a big advocate for life-long learning. Recent highlights include the UX Design course from University of Calgary Continuing Education (where I redesigned the Alpine Club of Canada's Hut reservation system), and various seminars and selected readings in UX design and processes. I've also recently finished a creative writing class focused on Science Fiction and Fantasy Fiction and have the start of an interesting novel (I hope).

Design Diploma | TRU, Kamloops, BC | September 2012–April 2014

Bachelors of Kinesiology | University of Calgary | June 2008 Grad

In Addition...

Star Wars guy. (Long suffering)
Seattle Mariners Fan. Avid reader.
Novice baker and gardener. Beer enthusiast. Hopeful novelist. Really curious about a lot of topics. Plan to do the Everest Base Camp Trek one day. Not silly enough to climb the mountain though.