

RÉSUMÉ	ERIC MICHAEL MURRAY	CONTACT	9440 Benchmark Drive, apt.C Indianapolis, Indiana 46240	(317)809-1844 ericmichaelmurray@hotmail.com
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EDUCATION Herron School of Art, Indiana University. BFA Visual Communication

NOTED EDUCATIONAL EXPERIENCE

**Brand Strategies - The Blue Note Records Experiment**

Effective brand positioning allows for companies to be competitive in the contemporary marketplace. Exercises in brand strategy taught me to understand a brand personality and how to create one. Re-positioning of the brand required developing thematic content, which became a powerful visual narrative. The end result was the creation of forms that exercises the thematic content and concepts.

**Indiana Pacers Foundation 2001-2002 Annual Report**

By acting not only as the designer for an annual report, but also as the overall creative director, I learned to manage projects in a timely manner and picked up key interpersonal skills during client communications and project contributors, such as photographers, copy writers, and printers. In addition, I was also responsible for conceiving the project idea, and making sure that my "creative vision" was clearly communicated to all project contributors.

**"Symposium Project"**

By acting as a director of a fictitious symposium to conceptualize, research, curate, and market an event which brought together four thought leaders from a variety of disciplines, the goal was to construct an event that was powerful in message. Utilizing my own understanding and interests surrounding the four panelists, a visual concept was created for the symposium which provided a foundation on which to design a multi-channel marketing campaign to promote the event. An accompanying event program outlined the "mission statement" of the event and the core social objectives of the symposium.

ADDITIONAL EDUCATION AND AFFILIATIONS

**Attendee of the AIGA "Voice" conference, Washington, D.C., 2002**

Learned invaluable lessons on different perspectives in graphic design and the designer's role and responsibility in shaping and manipulating culture.

Member, Indianapolis chapter of the AIGA

*Joseph Van Sickle Scholarship Recipient*

*Mary Sue Millikan Scholarship Recipient*

PREVIOUS EMPLOYMENT

**Monon Coffee Company**

June 2002 -

Worked as a barista in a small, independently owned coffee shop. Skills utilized include customer relations and interpersonal skills, as well as interpreting and delegating direction to co-workers. The responsibility of training new employees taught me a great deal about the process of managing. In addition, a campaign of nine advertisements were developed to promote the shop in a local alternative news weekly. An increase in sales took place after the implementation of the advertisements when compared to the previous year's sales.

**Trestle Tree, Inc.**

September 2002 -

Freelance designer for a small wellness counseling company. Projects included developing a printed Diet and Exercise Journal for employees of J.B. Hunt, the trucking company, to aid the personal trainers and coaches in tracking the wellness of their clients, who tended to be on the road, and away from a computer (the original medium for documenting and tracking wellness development).

TECHNICAL EXPERTISE

Proficiency in both Macintosh and Windows environments, as well as a strong understanding in Adobe Photoshop, Adobe Illustrator, Adobe After Effects, and Quark Xpress. In addition, I have a general understanding of HTML, CSS, BBEdit, Macromedia Flash, Macromedia Dreamweaver, and Macromedia Fireworks. Recently, I have developed an interest in Standards Compliant web design. I also have basic experience in the technical/production aspects of print, web, and video. In addition, I have spent many hours behind a camera.

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I have a rather large appetite for popular culture and it's associated ephemera. This addition has led to acquiring intangible tools for assessing and forecasting trends and analyzing the collective popular psyche. In addition, I am a highly engaged collector of music of nearly all genres. I can also be found exploring the streets and trails of the city on my bicycle. References are available upon request.