

# Murphy Miranda

## GRAPHIC DESIGNER

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### PROFESSIONAL SUMMARY

Innovative graphic designer with experience specializing in social media and marketing design, branding identity design, and print. Experienced in translating client needs into impactful visual solutions that drive engagement and brand success.

### AREAS OF EXPERTISE

**PROFESSIONAL SKILLS** Problem-solving | Time Management | Detail-oriented | Cross-functional Collaboration

**TECHNICAL SKILLS** Adobe Creative Suite | Google Suite | Microsoft Office | Asana/Monday | Slack/Teams

### PROFESSIONAL EXPERIENCE

**SENIOR GRAPHIC DESIGNER**, LTL Management Group | Freehold, NJ June 2025 - Sep. 2025

- Led the end-to-end design and production of digital and print assets across diverse brands, spanning social media content, large-scale print, packaging, vehicle wraps, and environmental graphics.
- Developed and enforced brand guidelines to ensure consistent visual identity across all platforms, collaborating cross-functionally with marketing, content, and executive teams to align creative output with strategic goals.
- Directed creative strategy and execution, including concept development, stakeholder presentations, and visual content production, contributing to high-impact campaigns and elevated brand presence.

**GRAPHIC DESIGNER**, Blue Craze Media | Edison, NJ Aug. 2023 - Aug. 2025

- Designed and produced visually engaging content for BCM and clients that ensures alignment with their brands.
- Developed compelling and informative collateral based on client goals and established content strategy.
- Drafted and fine-tuned captivating copy for social media posts, maintaining brand consistency and clarity.

**GRAPHIC DESIGNER**, Philadelphia Phillies | Philadelphia, PA Apr. 2022 - Aug. 2023

- Collaborated with the social media content team on the ideation and creation of engaging graphics to use across all official brand channels for both organic and sponsored content.
- Collaborated with the advertising team on the creation and execution of marketing campaign assets for use across a wide variety of static and digital channels.
- Assisted to define and uphold Phillies brand standards and voice across all social media and advertising creative.

**SENIOR GRAPHIC DESIGNER**, Chatter Creative | Eatontown, NJ Feb. 2020 - Jan. 2022

- Designed logos and branding, illustrations, and wireframes using Figma and XD for my clients.
- Supervised the design team by assigning tasks, planning content schedules, and holding team meetings.
- Held design meetings with clients regarding their project scopes and creative needs.

**LAYOUT/GRAPHIC DESIGNER**, Micromedia Publications | Lakehurst, NJ May 2019 - Apr. 2022

- Designed page layouts and in-house graphics for seven weekly publications, ensuring visual consistency.
- Supported advertising efforts by assisting in the creation of client ads and promotional materials.
- Collaborated cross-functionally with editorial and production teams to streamline workflows and meet tight publication deadlines.

### EDUCATION

**Bachelor of Fine Arts Degree in Graphic Design & Multimedia**, Georgian Court University, Lakewood, NJ, 2019