



Andrew Murray
Art Director & Brand Designer

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PROFILE

Art Director and Senior Brand Designer with 7+ years of experience developing visual systems for lifestyle, fashion, and performance brands across campaign direction, digital, retail, motion, and production.

EDUCATION

Laney College
Graphic Design / Transfer

California College of the Arts
First Year Foundations

Oceanside High School
High School Diploma

SKILLS

Proficient in:
Photoshop, Illustrator, InDesign, XD, After Effects, Webflow, Media Encoder, Microsoft Office, Google Suite, Asana, Dropbox

Familiar with:
HTML, CSS, Cinema 4D, Premier Pro, Shopify

Analog, craft:
Illustration, painting, photography and printmaking,

Soft skills:
Creative conception, customer relations, multitasking, communication, adaptability, resourcefulness, digital file management, public speaking

LANGUAGE

English (Native)
Spanish (Intermediate)

EXPERIENCE

Giro Sport Design / Revelyst
Irvine, CA

Art Director
Sep '25 – Present

Sr. Graphic Designer
Dec '23 – Sep '25

Libre Design & Digital
July, '24 - March '25
Encinitas, CA

RAEN Optics
Dec. '19 - Nov. '23
Carlsbad, CA

Incase Design Corp.
Sept. '18 - Sept. '19
Irvine, CA

Stance Socks
Mar. '18 - Jun. '18
San Clemente, CA

Art Director

- Spearheaded re-branding efforts for Giro Sport Design, driving all creative aspects of the new brand direction.
- Defined and implemented creative direction for seasonal campaigns as well as assisted on production.
- Led the creation of all visual content for web, email marketing, social media, pitch decks, in-store displays, and product packaging.
- Mentor junior designers through idea-sharing, critiques, and guidance on multi-dimensional creative thinking.
- Helped work across brands by lending a creative hand to the teams behind Camelbak, Fox Racing, Bell Helmets, and Blackburn.

Freelance Sr. Graphic Designer

- Collaborated with the Art Director to develop brand-forward creative solutions across industries including finance, lifestyle, and outdoors sport.
- Crafted digital campaigns, social media assets, and web design with a focus on elevating each brand's unique identity.
- Assisted in packaging design and print deliverables, ensuring consistency and impact across digital and physical touch points.
- Applied a multidisciplinary approach — spanning design, motion graphics, and production — meeting strategic goals and deadlines across client projects.

Graphic Designer

- Spearheaded global website re-design and oversaw development.
- Upheld re-branding efforts, pushing aesthetic boundaries.
- Created and managed all creative content for web, email marketing, social media, sales decks, and in-store displays.
- Executed a wide array of tasks including motion graphics, print design, UI/UX design, photo retouching, and more.
- Led campaign art direction, supported production and asset creation.

Graphic Designer

- Owned and executed all creative content for web, email marketing, social media campaigns, sales decks, booths, in-store displays, and product packaging.
- Edited videos and crafted animations for digital assets.
- Collaborated across departments to meet project deadlines.
- Managed multiple projects and deadlines independently.
- Tagged and archived digital assets accurately on the online server.
- Developed mood boards, presented concepts, and stayed informed on industry trends and best practices.

Men's Graphic Design Intern

- Handled a variety of design responsibilities, including tech pack creation and design production support.
- Designed mood boards to influence seasonal lines.
- Designed stripes, patterns, and custom graphics for collections.
- Applied knowledge of knitted material processes, dye effects, and print applications.
- Assisted with packaging design and production.