

# Lauren Aislinn Murphy

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I am a BSc graduate from Lancaster University with a first class joint degree in both Marketing and Design. I am based in London and currently work from home full time as a graphic designer. Outgoing and confident in my personal and professional life, I thrive in dynamic and hands-on experiences.

## Relevant Experience

- Jan 2022 - present
- Junior Graphic Designer - Bayer UK**
- Design high quality graphics for websites, presentations and other digital platforms
  - In charge of conceptualising ideas from storyboards into effective and educational visual aids
  - Create motion graphics and brand-relevant video content using After Effects
- Oct 2021 - present
- Director (Freelance) - Lauren Aislinn Virtual Assistance Ltd**
- Design specialised content for branding purposes (logo/business cards) and social media
  - Responsible for developing digital communication strategies and generating/analysing reports
- June - Dec 2020
- Digital Marketing Manager - Magknit**
- Managed a team to bring visual marketing ideas to life across various social media platforms
  - Responsible for all social media content (approving captions, posting schedule, content ideas)
- April - Dec 2020
- Graphic Designer - Magknit**
- Created visually consistent content for the company's social media (Instagram, LinkedIn)
  - Responsible for establishing a coherent brand identity for the start-up (logo, typography)
- August-Sept 2020
- Design Assistant - Dibber Hong Kong**
- Designed soft and print advertisement content for a kindergarten (SM and OOH advertising)
  - Conducted on-site analysis to provide interior design signage concepts
- June-Sept 2019
- Creative Assistant - OEP Asia**
- Created visually consistent content for the company's social media (Instagram, LinkedIn)
  - Responsible for establishing a coherent brand identity for the start-up
- Sept 2016
- Design Intern - Kinetic Design**
- Worked collaboratively to brainstorm logo ideas for businesses following brand guidelines
  - Directed product photoshoots and edited images post-production for print advertisements
  - Co-produced print advertisements for Toyota

## Education

- 2018-2021
- First class BSc degree in Marketing and Design from Lancaster University
- 2016-2018
- International Baccalaureate Diploma from Renaissance College Hong Kong
  - Awarded a 6/7 in Design, Business and English all at Higher Level and 38/45 total

## Skills

- Excellent communication skills; written, verbally and face to face- I have led conference calls of 20+ attendees
- Strong team player and team leader- I have worked multiple management roles and thrive under pressure
- Well-versed in SM trends, strategy and management, having managed various business SM accounts
- Proficient in design and content creation, with over 6 years of trained design experience

## Software

I am highly skilled in Adobe Creative Cloud applications, including Photoshop, Illustrator, InDesign, Lightroom and After Effects. I have professional experience using Microsoft Office, including Powerpoint, Microsoft Word, and Excel. I am also well versed in Canva and Wix.