



DEAN MURPHY

Head of Design

CONTACT



London



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deanmurphydesign.com



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SKILLS

- Creative Direction
- Graphic Design
- Web Design
- Brand Identity
- Team Leadership
- UX/UI Design
- Customer Experience
- Product Design
- Project Management
- Typography
- Adobe Creative Cloud
- SEO

References available on request

PROFESSIONAL PROFILE



A creative and ambitious Head of Design with vast commercial and design knowledge of digital, product and print design. Experience of leading multidisciplinary design teams as well as managing departmental workflow. A trusted partner and collaborator with attention to detail and a thoughtful team approach who can elevate ideas into visual identities for brands. Experience of managing design projects from brief to solution delivery, using expertise in design principles, UX and UI whilst also taking into consideration customer experience and a business commercial lens. Multi-industry experience across financial services, retail, not for profit and the education sector. Experience of working with clients from start-up to scale up and global organisations.

EXPERIENCE



HEAD OF DESIGN | SOUTHBANK INVESTMENT RESEARCH OCTOBER 2018 - PRESENT London, United Kingdom

Southbank Investment Research is an independent financial research publishing company, delivering alternative insights to investors unsatisfied by the mainstream. Southbank publish regular incisive research on disruptive technologies, value investing, property cycles, cryptocurrencies, and global economics.

- Key member of the Senior Leadership team, collaborating with the Publisher, CMO and Head of Compliance on business strategy, idea generation, innovation and business operations
- Managing and mentoring a team of designers and developers to establish a strong collaborative team culture in a global organisation with affiliates in The United States, France, Spain, Ireland, Australia, Japan and Brazil.
- Facilitating workshops to creatively direct marketing campaigns, content and monthly titles to ensure strong design and consistent brand guidelines are at the forefront of all published material
- Leveraging data-driven analysis to identify areas of improvement, leading to informed and evidence based decision making
- Managing the Operations Team to produce strong digital design and online content to the companies database of subscribers
- AI and automation champion to aid advanced working practices and minimise company overheads with a relentless pursuit of new areas of innovation
- Leading daily scrum meetings to ensure deadlines are adhered to
- Implementing and managing workflow streams including Monday.com to manage tasks and workflows to fuel team collaboration and productivity at scale
- Designing and building websites in a variety of applications including Shopify, Wix, Wordpress and Contentful
- Designing promotional material for both online and print platforms
- Optimising the UX (user experience), UI (user interface) and CX (customer experience) of subscriber-based websites

Key achievements

- Re-branding the Southbank company identity to attract new customers to the business. Strengthen brand awareness, whilst enhancing the core values of the company
- Implementing new design practices within the team to streamline processes
- Generating revenue by increasing sales and growth of the online subscriber base. Delivering clear, strong design solutions and successful promotions

FREELANCE DESIGN CONSULTANT | RETAIL, NOT FOR PROFIT, EDUCATION SECTOR 2018 - 2018

- Acting as a Design Consultant and partnering with clients to establish their specific design briefs and creatively strategising to achieve specific goals, objectives and generating revenue and profit for clients
- Ensuring strong UX, UI and CX design and optimising all sites for mobile devices

Key achievements

- Design and build of a website in the retail sector, including a full e-commerce order taking system via multiple payment gateways, logos, branding and content, enabling a start-up business to generate online orders and expand social media awareness

KEY I.T. SKILLS

Adobe: Creative Cloud
(InDesign, Photoshop, Illustrator
Dreamweaver, and Figma)

Microsoft: Office (Word, Excel
and PowerPoint)

Coding: HTML and CSS

Monday.com, Blueshift,
Advantage and Creatopy

EARLY CAREER SUMMARY

Senior Graphic Designer:
Agora Lifestyles Ltd
2002 – 2006

Graphic Designer:
Frantic Design
1996 – 2002

VOLUNTARY EXPERIENCE

Graphic Designer and Board
Member: All-Stars Boxing
Gym Youth Charity, London

2006 – 2016
Re-branding the Charity
identity with a new logo,
signage, clothing, publicity
material, building a new
website. Working with the
London Mayor to co-ordinate
fund raising events.

HOBBIES



- Enabling The Education Hub to generate significant advertising revenue by building their website and search directory in collaboration with a Web Developer
- Transitioning London Boxing (the governing body for amateur boxing) from paper-based to online systems, including designing a website and leading rebranding across both digital and print channels

HEAD OF DESIGN | AGORA FINANCIAL UK LTD 2014 - 2018 London, United Kingdom

Agora Financial has been a leading innovator in the financial advice industry for over 25 years. Their honest, unconventional, unbiased and independent financial forecasts have been recognised by numerous media sources including Wall Street Journal, The Economist, Reuters, the Financial Times and many more.

- Leading and coaching a matrix team of Junior Designers, Freelance Designers, Copywriters and Proof-readers
- Collaborating with the Managing Director and Associate Publisher to deliver successful campaigns
- Allocating work, facilitating meetings, setting deadlines and coordinating the entire department workflow
- Liaising with marketing teams and senior executives to ensure design projects were completed on time and to budget
- Designing promotional material for both online and print platforms
- Optimising the user experience, user interface and customer experience of subscriber-based websites

Key achievements

- Increased sales and growth of the online subscriber base by delivering clear, strong design solutions and successful promotions
- Increased readership of the flagship newsletter to 84,000 and the paid subscriber base to 31,000 increasing company revenue

DESIGN MANAGER | MONEYWEEK LTD 2002 - 2014 London, United Kingdom

MoneyWeek is the UK's best-selling financial magazine. They provide a round-up of the week's most important financial news, practical investment advice & expert recommendations - covering shares, property, bonds, commodities, gold and more.

- Leading an internal design team including freelancers, third-party suppliers and print houses
- Delivering pre-sales designs for online promotions and web advertising
- Completing post-sales designs for HTML emails, reports, books, newsletters and magazines
- Designing graphics and advertisements for the website
- Liaising with the web development team to ensure strong and consistent UX, UI and CX

Key achievements

- Delivering financial titles, subscriber-based websites and newsletters to a high quality and within strict deadlines
- Successfully turning around a failing title by building the subscriber base from 8,000 to 50,000 through the effective design of multiple online promotions

EDUCATION



Certification:	Website Publishing using HTML	City of Westminster
HND:	Advanced Graphic Design (distinction)	City of Westminster
HND:	Graphic Design (distinction)	City of Westminster

Certification:	UX and UI Design	The School of UX
Certification:	Introduction to WordPress	Transmedia Training
Certification:	Advanced WordPress	Transmedia Training
Certification:	Introduction to CSS for Web Professionals	Transmedia Training
Certification:	Advanced Adobe InDesign	Transmedia Training
Certification:	Web Publishing and HTML / XHTML	Transmedia Training