

# Michael Murphy

**Creative Director / Web Director / Art Director**

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Online Portfolio: [www.Michael-Murphy.com](http://www.Michael-Murphy.com)

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## Summary

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Growth-focused and results-driven leader with more than 13 years of creative/web leadership and management success within digital media, web development, e-commerce, print media, and video game industries. Adaptable, resourceful, and entrepreneurial professional, providing a record of consistent achievement developing and growing design and development teams, driving profits, improving processes and maximizing the effectiveness of online initiatives. Calculated risk taker and decisive team player offering a wide skill set and extensive web and design experience.

## Experience Overview

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- 16+ years web design, web development, and UX/IA
- 13+ years managing multiple teams on large-scale B2C websites
- 12+ years marketing and online merchandising
- 12+ years experience driving optimization and user experience strategies
- 12+ years SEO, SEM and campaign optimization
- 20+ years professional design experience

## Skills and Software

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- Over 17 years computer experience in both PC and Mac environments
- Microsoft Project, Project Server, Word, Excel, Visio and PowerPoint
- Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Fireworks, Flash, and Acrobat
- Technical writing (design documents and functional specifications)
- Excellent hands-on Web Development (XHTML, CSS2/CSS3, JavaScript, ActionScript)
- Excellent hands-on design skills (web and print)
- UX/IA and Wire Framing: Visio, OmniGraffle, and Axure RP Pro
- Analytics reporting and analysis with Google Analytics and Omniture Site Catalyst
- Campaign optimization with Multi-Variant, A/B testing, and Test & Target
- Keyword research with Covario, SEOMoz, and WordTracker
- Email Campaign Management: Constant Contact and StrongMail
- SEO: Advanced site optimization, Search Engine Optimization, and keyword research
- CMS Systems: Custom and off-the-shelf solutions (Magento, Drupal, DotNetNuke )

- CRM integration and management: SalesForce
- Project Management: MS Project, Basecamp, DevTrack, Rally, FogBugz and TFS
- Agile development and sprint planning
- Working knowledge of Apache, Tomcat, Unix, IIS application server technologies
- Working knowledge of J2EE, Microsoft.net, WSDL, XML, SQL, MySQL and SQL Server
- Social Media Marketing with YouTube, Facebook and Twitter

## **Industry Employment History**

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### **SONY/Sony Online Entertainment** – Producer of Web Presence

September 2010 – Current

- Manage multiple internet properties and online initiatives
- Drive web, mobile, and tablet initiatives involving multiple internal and external teams
- Product management for Facebook games
- Manage and maintain design and development schedules
- Lead best-practice techniques and processes
- Strive to provide superb product and user experience
- Analyze online metrics and analytics to optimize ROI
- Provide creative and technical solutions to achieve quality and efficiency
- Develop processes to maximize internal and external resources
- Provide strategic planning for all phases of development, from design to launch
- Manage web and email marketing campaigns
- Optimize sites and campaigns with multi-variant and A/B testing

### **Motion Interactive** - Web Director / Creative Director

April 2009 - September 2010

- Provided creative direction for online presence of all client websites and print media
- Managed design, production, maintenance of client websites
- Managed and maintained design and development schedules
- Evaluated current and prospective client websites for usability
- Worked directly with clients to provide superb product and satisfaction

### **FOX Interactive Media** – Design and Development Manager

September 2004 – April 2009

- Managed a team of designers and developers for interactive and print media

- Provided creative direction for all brands
- Developed processes and strategies to maximize team efficiency
- Managed design, development, maintenance and direction of company projects
- Managed user-experience and interaction design
- Managed e-commerce merchandising and marketing strategies
- Evaluated web design, development, and technology standards
- Identified, prioritized needed web features and enhancements
- Communicated and coordinated with multiple teams, internal and external
- Created business and functional requirements
- Analyzed web traffic and statistics
- Developed design and usability standards

**SONY/Sony Online Entertainment - Art Director / Web Production Manager**

September 2000 – September 2004

- Managed a team of designers and developers
- Provided creative direction for online presence of all company websites and print media
- Managed design, production, maintenance of company websites
- Managed and maintain design and development schedules
- Provide creative and technical solutions to achieve quality and efficiency
- Worked directly with clients to provide superb product and satisfaction

**Qualities and Strengths**

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- Ability to multi-task & achieve goals in a fast paced environment
- Superb attention to detail and professionalism
- Excellent written and verbal communication skills
- Broad skill set

**Education**

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- Platt School of Design – Graduated 1994

**References**

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References are available upon request (including former co-workers or colleagues who can answer questions about my work and experience)