

KENNEDY MURPHY

Graphic Designer

CONTACT

hello@kennedymurphy.com
kennedymurphy.com
linkedin.com/in/kennedy--murphy

SKILLS

Professional

Branding
Illustration
Logo Creation
Printing
Project Management
Typography

Software

Adobe Creative Cloud (Ai, Id, Ps)
Canva
Figma
Google Workspace
Microsoft Office Suite
WordPress

EDUCATION

BFA | University of Minnesota Duluth | December 2023

Major in graphic design with an emphasis in studio art and a minor in art history.

EXPERIENCE

Minuteman Press | March 2025 – Present

- *Graphic Designer*
- Designed restaurant menus and marketing materials for clients in the Upper Midwest region in collaboration with Performance Foodservice.
- Partnered with local businesses to develop custom marketing collateral tailored to their branding and promotional goals.
- Created and prepared print-ready files and documents for digital press production, ensuring high-quality output.
- Operated and managed digital printing presses, managing print jobs from setup to final production.
- Apply knowledge on different paper types and uses to enhance design quality and production efficiency.

Freelancing | 2023 – Present

- Designed custom logos and supporting brand assets, such as stickers and door hangers, for local businesses.
- Collaborated with clients to translate ideas into clear, visually engaging designs.
- *Clients:* The Bob Tavani House for Medical Respite, Superior Choice Rentals, Cavalry Property Solutions, Delano High School Cheerleading Team, etc.

Target | April 2024 – March 2025

- *Style Consultant*
- Ensure the sales floor is organized, clean, and visually appealing to enhance the shopping experience.
- Assist customers in finding products, providing recommendations, and resolving inquiries with excellent customer service.
- Trained and mentored new team members to maintain department standards and team efficiency.
- Collaborate with the visual merchandising team on product displays and seasonal layouts.
- Perform general customer service duties, including operating the register and addressing customer concerns.