

Gemma Murphy

Designer & Art Director

A highly creative, passionate and organised designer and director. Having worked across both digital and print for a broad spectrum of businesses my experience is varied but particularly relevant in the area of fashion and digital.

More recently I have worked on projects for John Lewis, Boden and Lyle & Scott where I have developed ideas and concepts for campaigns and then taken lead on the roll out of marketing assets, often including work on animation as well as layout and typography design.

In-between freelance contracts with larger fashion businesses I take on branding, art direction and web design projects for smaller brands. The variation of work has ensured that my design style and concept creation remains both fresh and relevant. I enjoy keeping up with and understanding trends in design and the cultural relevance of what makes a good visual.

In a previous full-time role at DAME, as Creative Lead, I enhanced the brand's image whilst also working on shoots and developing striking campaigns. I hired and worked closely with photographers, influencers and developers to create engaging content for the brand.

Reference (upon request)

Megan Heintl
Director of Content & Creative, John Lewis
I've worked with Megan at John Lewis,
Anthropologie, Monica Vinader and Boden

Education

Art Direction - Short Course
UAL Chelsea College of Arts
March 2024

BA (hons) Fashion Design - 2:1
Nottingham Trent University
2009 - 2012

A Level
Fashion & Textiles - A
Media Studies - A
Fine Art - B

Freelance Design & Art Direction

John Lewis
Lyle & Scott
Boden
M&S
March 2022 - Present

DAME

Creative Lead (promotion)
Senior Graphic Designer
Full Time
September 2020 - February 2022

Freelance Graphic Designer

Select Clients
Harrods
Whistles
Anthropologie
MISSOMA
Crew Clothing
Monica Vinader
+ more
September 2017 - September 2020

Gibbons Whistler (Canada)

Mid-Weight Graphic Designer
Full Time
February 2017 - August 2017

Anthropologie

Graphic Designer
Full Time
July 2015 - July 2016

OKA

Digital Designer (promotion)
Digital Design Assistant
Full Time
November 2013 - July 2015

De-Facto Design

Junior Studio Assistant
Full Time
September 2012 - November 2013

Skills

Photoshop, InDesign,
Illustrator, After Effects, Figma

Experience in managing other designers and both hiring and working with external photographers, models, retouchers and influencers