



Rosemary Murphy

Rosemary Murphy is a graphic designer, illustrator and educator in Philadelphia. Her work emphasizes strong ideas with clear and appealing typography. She works in publication and web design and creates beautiful logos, symbol designs and design systems.

CURRICULUM VITAE

Design Experience & Professional Highlights

FOUNDER AND CREATIVE DIRECTOR | 1985–PRESENT MURPHY DESIGN

Direct every aspect of a progressive, successful and award-winning graphic design studio. Clients include: RTD Financial, The Jefferson Foundation, GF Data, Friends Publishing Corporation, ARAMARK, Temple University, Fox School of Business, University of Pennsylvania School of Veterinary Medicine and others.

AIGA PHILADELPHIA MENTOR | 2009–2017

Working with recent graduates and emerging graphic designers, we attend design events, hands-on workshops, lectures, provide portfolio reviews, offer feedback and share resources.

HONORED AS THE PHILADELPHIA AIGA FELLOW | JUNE 2012

The Fellow program is a means of recognizing mature designers who have made a significant contribution to raising the standards of excellence in practice and conduct within their local or regional design community as well as in their local AIGA chapter.

UNIVERSITY OF PENNSYLVANIA, PUBLICATIONS | 1981–1985

Entry level Graphic Designer. Worked with a variety of schools and programs designing newsletters, publications, brochures, catalogs, invitations, logos, programs, books and promotional materials. Art directed photography, produced final artwork and checked projects on press.

SANCHEZ, AN EDITORIAL DESIGN PARTNERSHIP | 1981–1984

In-house and freelance Graphic Design Assistant. Assisted in all phases of design projects and production.

Recent Adjunct Teaching Experience

SENIOR THESIS ADVISOR MOORE COLLEGE OF ART | **SPRING 2017 & 18**

An independent study project with an emphasis on personal growth, vision, critical thinking and creative development.

BOOK DESIGN DREXEL UNIVERSITY | **SEPTEMBER 2017**

A senior level required course for Graphic Design majors, focuses on designing with text and images in book jackets and advanced macro-typography in publication design.

TYPOGRAPHY ONE MOORE COLLEGE OF ART | **FALL 2016 & 17**

An introduction to making design choices with written language that are legible, readable, appealing and communicate further.

BASIC DESIGN DREXEL UNIVERSITY | **JANUARY 2017**

An introduction to the basic principles of graphic design through a series of rigorous studies in composition, visual forms and critical analysis.

DIGITAL IMAGE MAKING MOORE COLLEGE OF ART | **FALL 2016**

Develops proficiency in Adobe Illustrator and Photoshop while learning basic design tools and software protocols. Hands on projects offer an understanding of digital workflow and visual communications.

Education

MASTER OF LIBERAL ARTS, UPENN | 2005 UNIVERSITY OF PENNSYLVANIA

Earned an interdisciplinary degree with graduate coursework in Art History, Communications, Folklore, Comparative Literature. Capstone research paper topic: *Photojournalists Report from the Field: Words, Images, and Ethics Are Part of the Picture.*

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN | 1981 UNIVERSITY OF THE ARTS

Formerly Philadelphia College of Art

Professional Affiliations

DREXEL UNIVERSITY, ADJUNCT FACULTY SENATOR | 2015-17

UNIVERSITY OF THE ARTS, GD ALUMNI REUNION EVENTS | 2015-16 Planning Committee

MONTGOMERY COUNTY COMMUNITY COLLEGE | 2003–2006 Advisory Board, Graphic Design Department.

AMERICAN INSTITUTE OF GRAPHIC ARTS | 1998–2001 President, AIGA Philadelphia Chapter, 1999–2001

Awards

DREXEL UNIVERSITY, ADJUNCT FACULTY SENATOR | 2015-17

AIGA PHILADELPHIA, 35TH ANNIVERSARY | 2016 Contributed One Poster Design included in 35x35 exhibit

AIGA'S CELEBRATION: 100 YEARS OF DESIGN | 2014 Contributed One Panel Design

MOORE COLLEGE OF ART, FACULTY MERIT AWARD | 2012-2013 Exceptional performance in Teaching Effectiveness.

ROCKPORT PUBLISHERS, DESIGN EXCELLENCE | 2009 Self-Promotional Postcard series selected for inclusion in book.

HOW MAGAZINE, DESIGN ANNUAL | 2008 Self-Promotional Brochure selected for inclusion in book.

AMERICAN CORPORATE IDENTITY/22 | 2007 Award of Excellence for Students Run Philly Style Logo Design

GRAPHIC DESIGN: USA | 2006 Award of Excellence for UPenn Veterinary Medicine Annual Report

Additional Interests

Head Coach, The River Sisters | 2012-2018

A Women's Cancer Survivor, Dragon Boat Team, Cooper River, New Jersey

Team USA, World Dragon Boat Racing Championships | 2007–2015

3x Marathon Finisher | 2011–2013

