

christean murray

graphic designer

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Check out my online portfolio at christean.design or find me on [Linked In](#)

Graphic designer with over 9+ years of experience in digital design, artworking, print and UI/UX processes. Proficient in taking projects from concept to completion with a strong focus on user experience and typography. Awarded membership into the **International Society of Typographic Designers** in recognition of outstanding typographic achievement in 2015.

Work experience

Graphic & Visual Designer at 100 Shapes, London
2021–2024

Graphic Designer at ARC UK
2019–2021

Freelance Designer
2017–2019

Graphic & Visual Designer at 100 Shapes, London
2015–2017

Design internship at PMN Group
July–August 2014

Clients I have worked with

Netflix, BBC, ITV, M&S, Work.Life, NHS

Education

2012–2015 Ravensbourne University
BA Honours Graphic Design
Grade: First Class Honours

2011–2012 Bucks New University
Foundation Diploma in Art Design & Media
Grade: Distinction

Skills

Graphic design, UI design, print process, typography, editorial, composition, branding, image retouching, photographic colourisation

Technical skills

Adobe Creative Suite (InDesign, Illustrator, Photoshop and Dimension), Figma, FigJam, Framer, Miro, Jira, Trello, Mac and Windows OS, fundamental knowledge in HTML and CSS

Attributes

A creative problem solver, professional and positive in attitude, organised, hard working, adaptable, dependable and trustworthy, thriving in fast paced environments

Achievements

ISTD – International Society of Typographic Designers
2015 Student Assessment Award and member of the society

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Client / Project: ITV Studios.com

Year: 2022

Duration: 12 Weeks

Roles & Responsibilities:

UI design Web + Mobile

Figma component library creation

Liaising with stakeholders + developers

Email marketing design

Software Used:

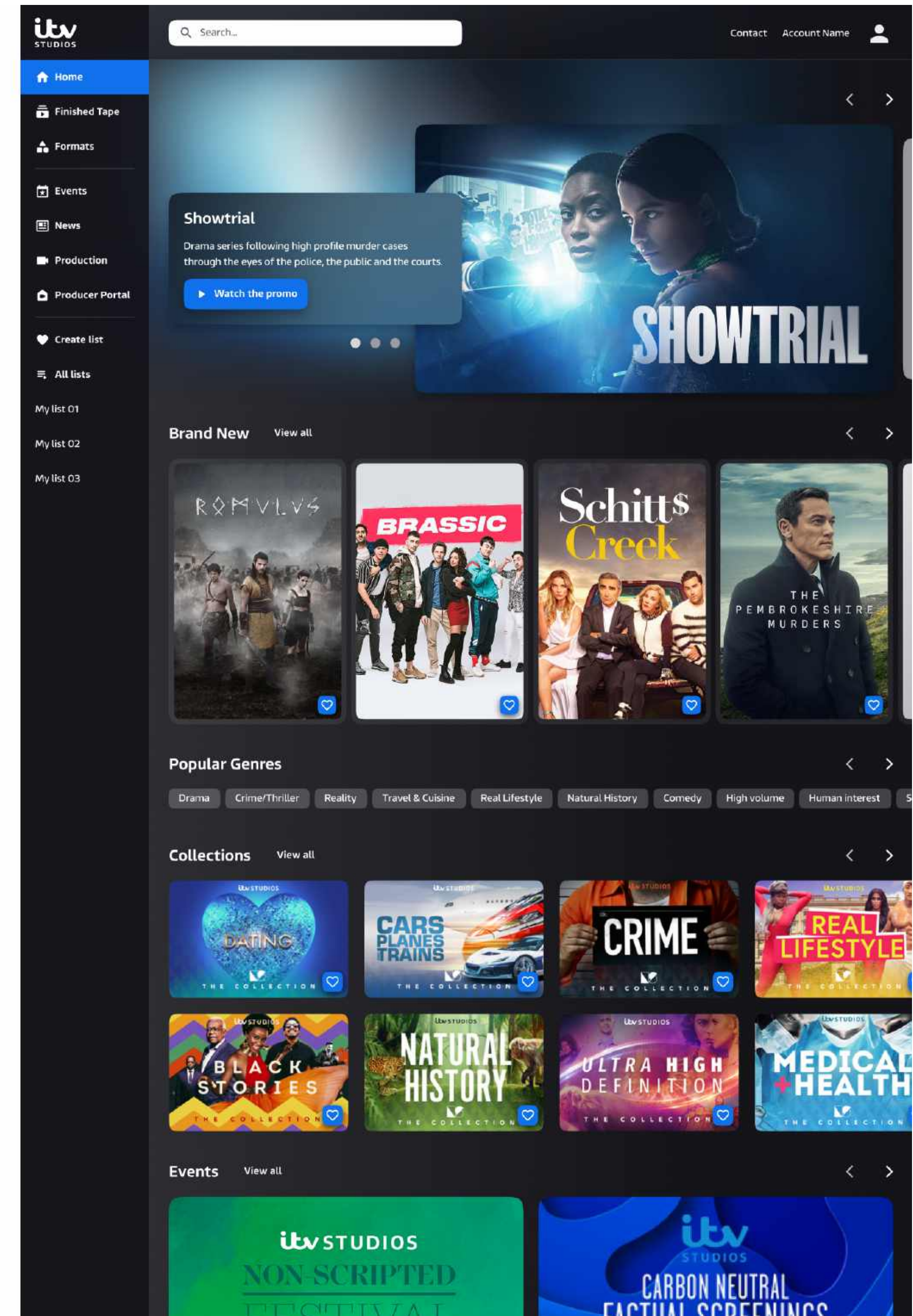
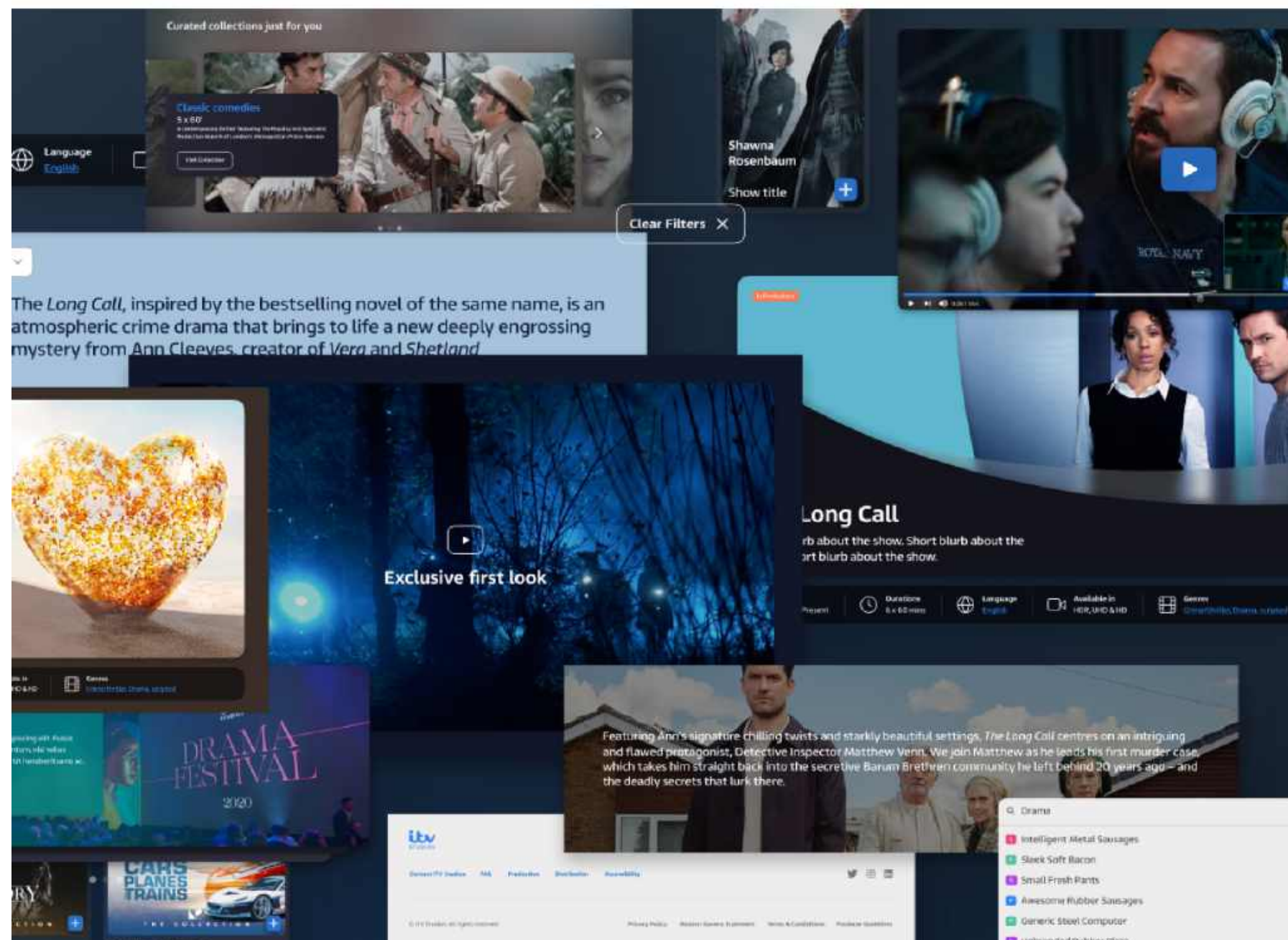
Figma Adobe Creative Suite

Project Description:

ITV Studios, part of British media giant ITV, commissioned 100 Shapes to implement a new digital vision across all its platforms and systems. The brief was to redesign and build a cutting-edge distribution and purchasing experience for ITV Studios customers.

What did i do?

I worked closely with the ITV Studios Marketing team to accurately reflect their brand positioning and visual identity. I developed a unique, high-quality user interface and component library that provided a cohesive user experience across multiple devices while ensuring all components met accessibility standards. The new site experienced a 27% increase in programme views, a doubling of daily visitors, and a 500% increase in catalogue dwell time, contributing to a 23% rise in revenue for ITV Studios.



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Client / Project:

M&S – An Improved Made to Order Furniture Experience

Year: 2023

Duration: 2 Months

Roles & Responsibilities:

UI design UX design Web + Mobile

Figma components Research Design systems

Liaising with developers and stakeholders

Software Used:

Figma FigJam Miro Jira UserZoom

Project Description:

M&S is currently migrating its online website and services to a new, upgraded platform. The made-to-order furniture pages were outdated, clunky and no longer up to standard.

What did i do?

Collaborating with stakeholders, developers, and the UX team I sought to address many of the complaints customers were having with the old page. This involved providing more detailed information on specifications and dimensions, as well as creating a more intuitive, comprehensive and efficient furniture customisation experience. All of these improvements alongside many others were implemented while migrating the page to the new platform and utilising updated design system components and new image selector component designed by myself which later was integrated into the M&S design system.

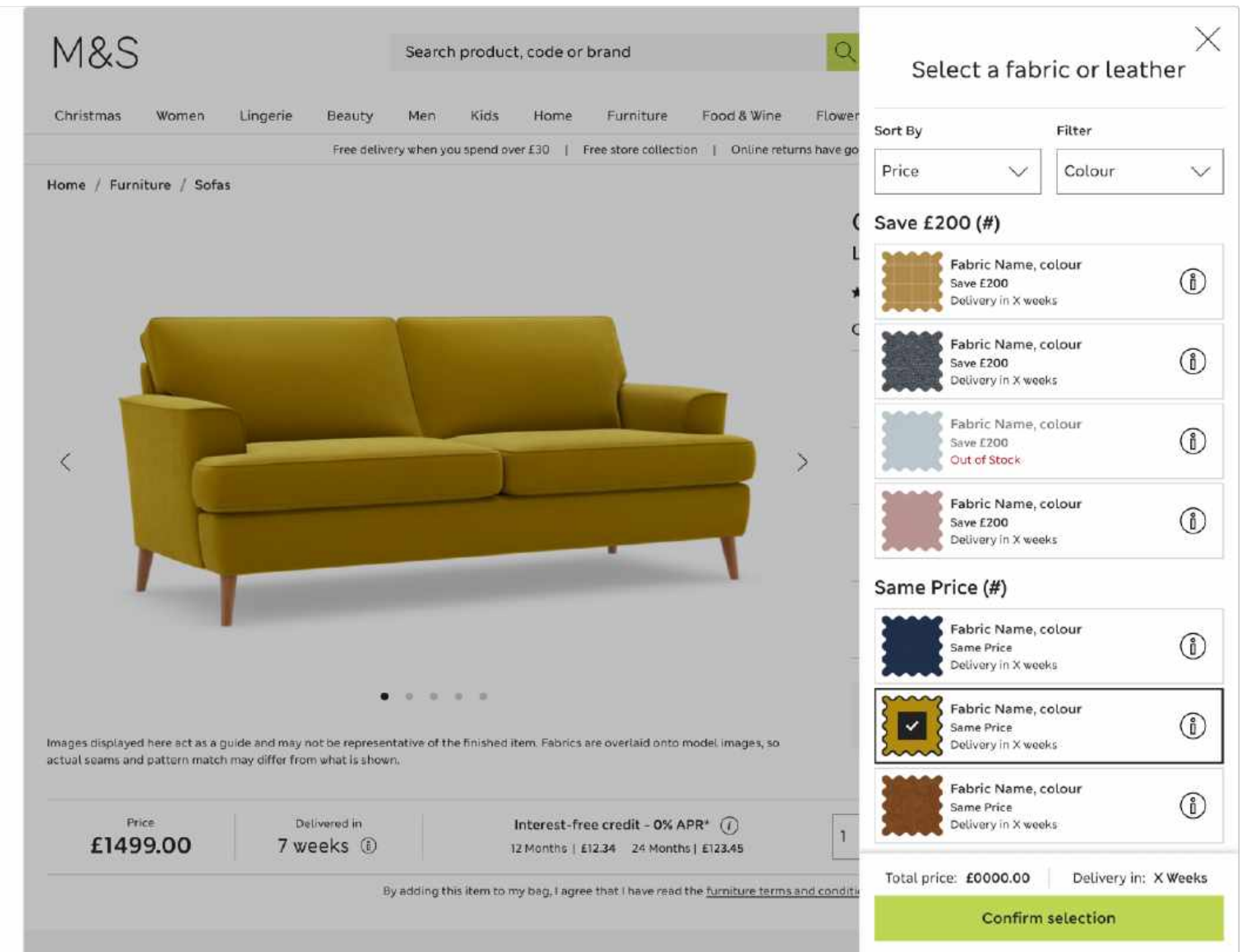
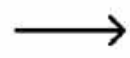
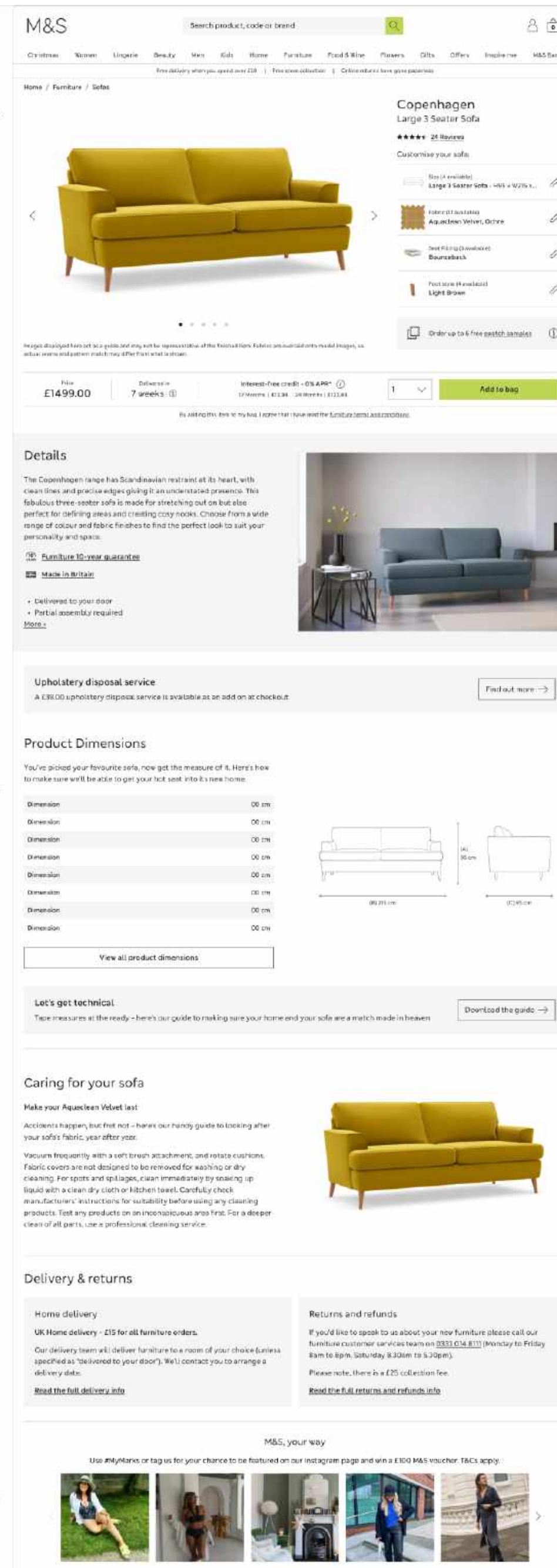


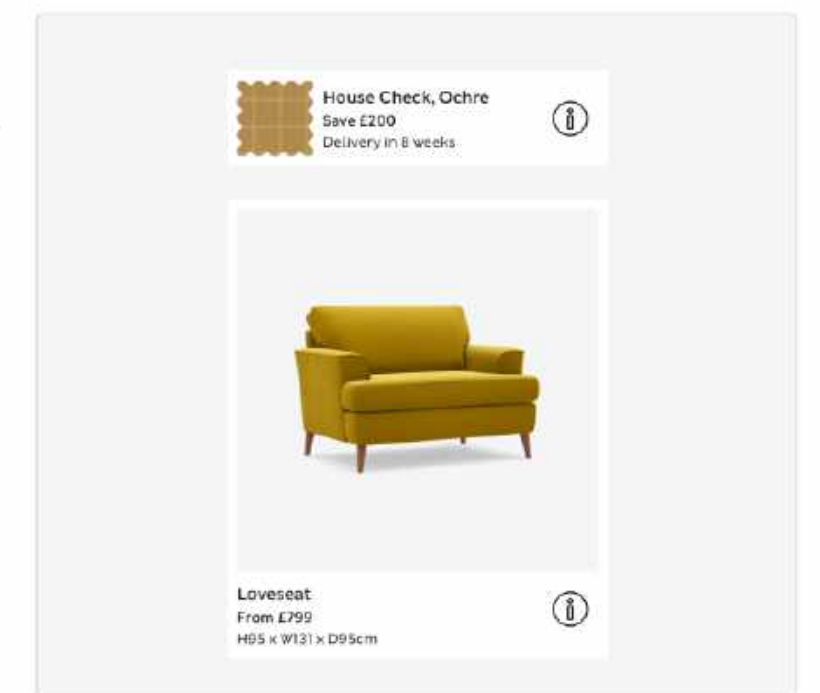
Image Selector

Available on Website iOS Android In-Store

Overview

The Image selector is a selector with an image preview and supporting content. It allows users to select something with an image preview.

Storybook →



M&S Design System

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Client / Project: Netflix – Large Format Wall Montages

Year: 2021

Duration: 2 Months

Roles & Responsibilities:

Design Quick turnaround compositions to brief

Image manipulation + editing Cutting out imagery

Proofing Creation of print ready files

Blowing up imagery

Software Used:

Adobe Creative Suite Photoshop Illustrator

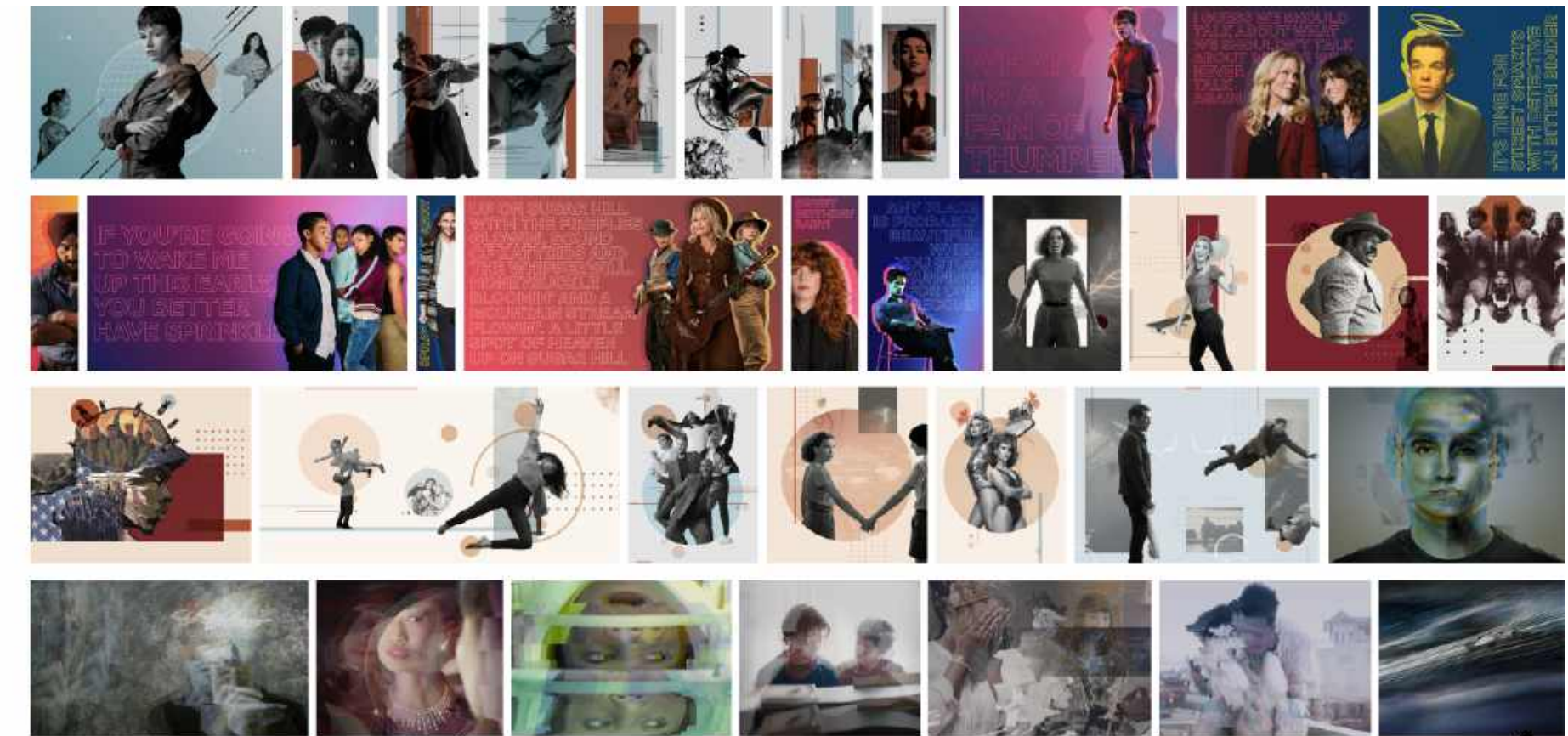
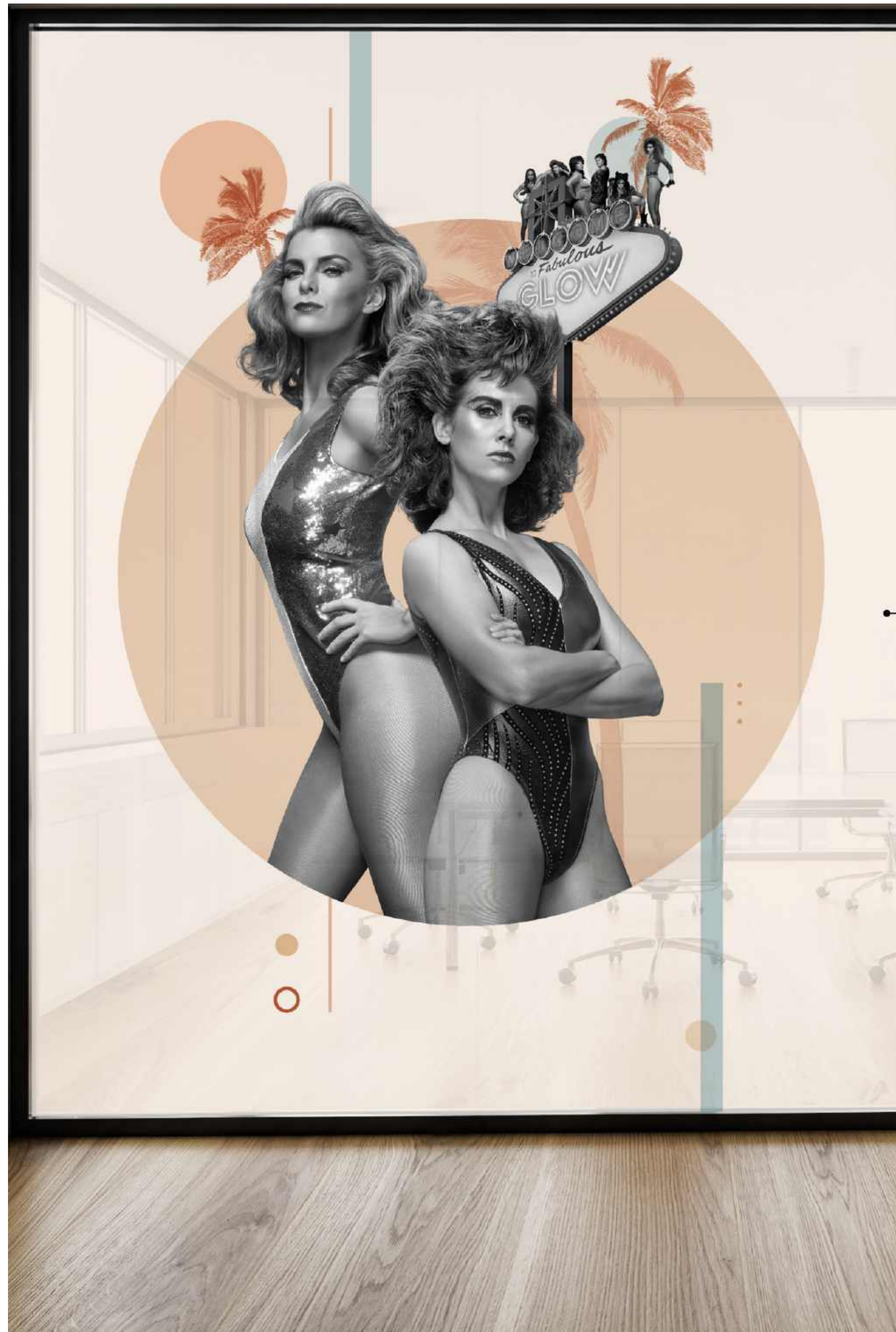
InDesign Acrobat

Project Description:

Netflix commissioned ARC to design a series of large-format collage artworks featuring Netflix productions for the glass office walls at its California headquarters. Each floor of the building was assigned a specific theme, and the collages were crafted to align with these unique themes.

What did i do?

As a member of the ARC design team, I was tasked with designing and delivering a series of themed collages across multiple floors, completing over 35 print-ready artworks. The project had an extremely tight turnaround and each theme presented its own set of challenges, from creative constraints to technical complexities.



A selection of large finished format works produced. Multiple themes are shown here

In situ examples of scale and application



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Client / Project: Netflix – Breakout Space Wall Vinyls

Year: 2021

Duration: 1 Month

Roles & Responsibilities:

Multiple conceptual art working & design Illustration

Colour schemes Creating cut files Large format

Creating print ready files

Software Used:

Adobe Creative Suite Illustrator InDesign

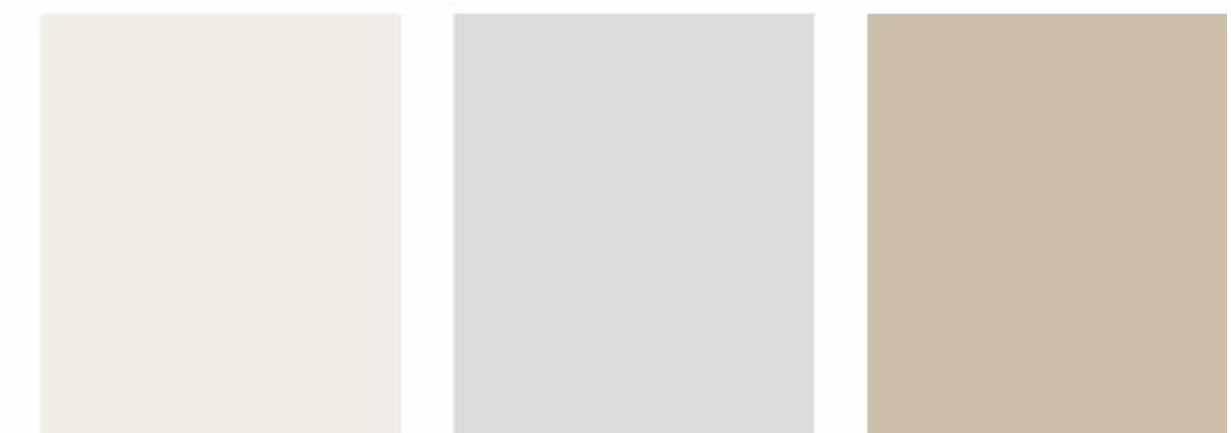
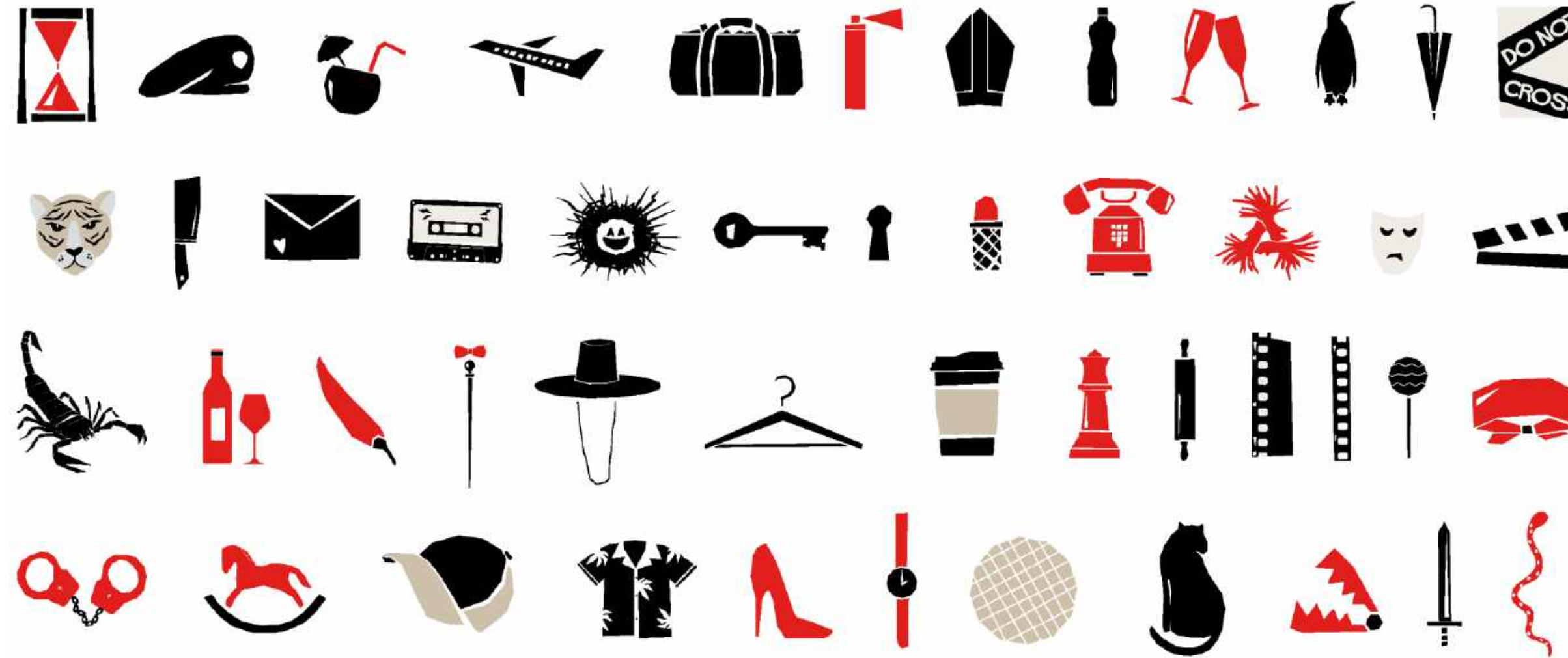
Photoshop Acrobat

Project Description:

Netflix commissioned ARC to create a series of large, vinyl artworks for its California headquarters featuring hidden "easter eggs" referencing various Netflix productions that would decorate the entrances to breakout spaces throughout the building.

What did i do?

I was responsible for designing and pitching a range of concepts and visual styles for Netflix to use in wrapping and decorating the entrances to their breakout spaces. Once a style was selected, I created over 45 easter egg illustrations, incorporating them into multiple compositions tailored to fit around doors of various sizes. Each design had to be compatible with a vinyl cutter.



Client / Project: England's Lost Heritage, Final Major Project

Year: 2015

Duration: 2 Months

Roles & Responsibilities:

Editorial design Book design Concept design

Research analysis Information design Writing

Image manipulation Documenting process Print

Software Used:

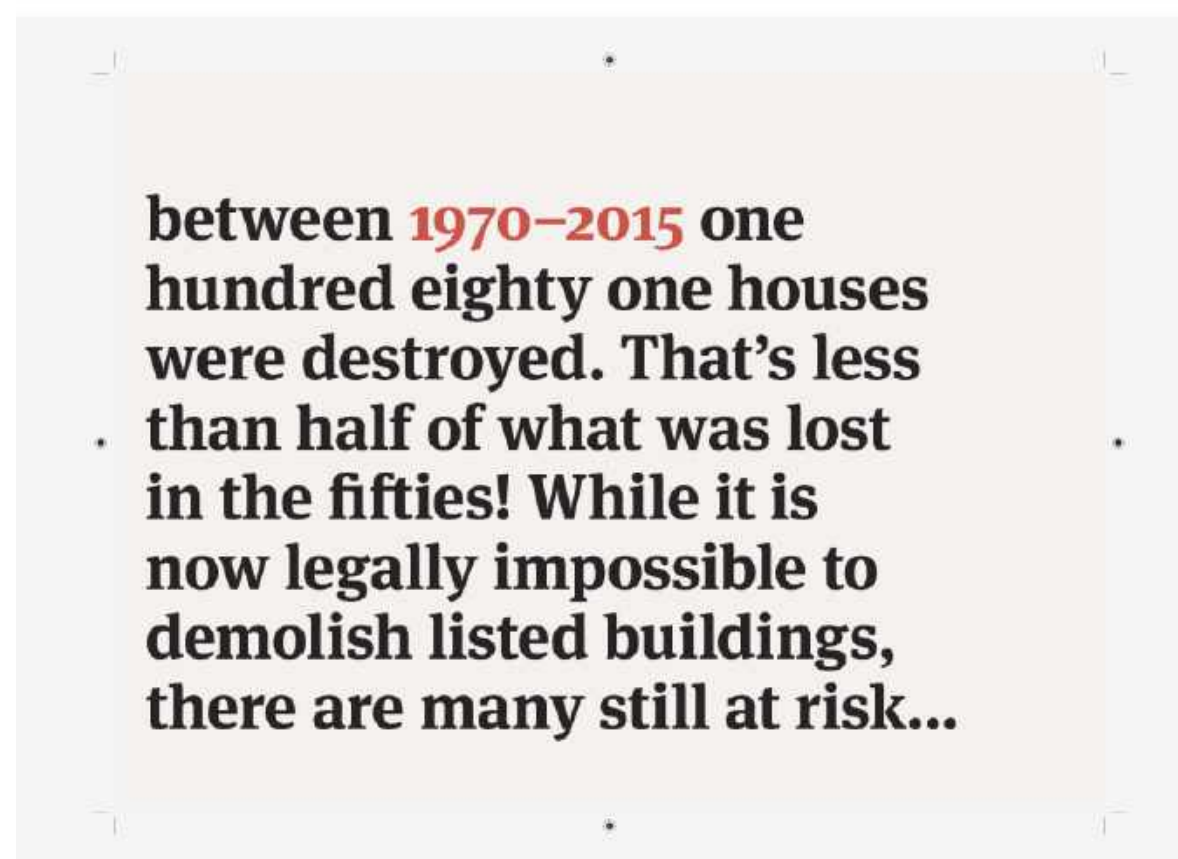
Adobe Creative Suite InDesign Photoshop

Project Description:

For my final major project at university, we were given the opportunity to create our own brief and develop a proposal of inquiry. In this process, we took on multiple roles; initiator, author, editor, and graphic designer. With my strong interest in history, architecture, materials, and form, I chose to focus my project on the destruction and loss of country houses in England having recently learned about how many were lost.

What did i do?

I researched, designed and wrote a short informational book examining the decline of English country houses between 1900-1970. Aiming to both captivate and provoke the reader, the book features a distinctive layout and typographic composition. It reveals the stories behind some of England's lost houses, delving into the events and factors that contributed to their downfall.



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Client / Project: Charlotte's

Year: 2016

Duration: Monthly retainer

Roles & Responsibilities:

Print Editorial design Illustration Artworking

Client management Material costing & sourcing

Brand vision / direction Wayfinding

Software Used:

Adobe Creative Suite InDesign Illustrator

Photoshop Trello

Project Description:

Charlotte's, a boutique restaurant chain in West London, sought a design partner for the launch of their new bar and restaurant, "Charlotte's W5," located in West Ealing.

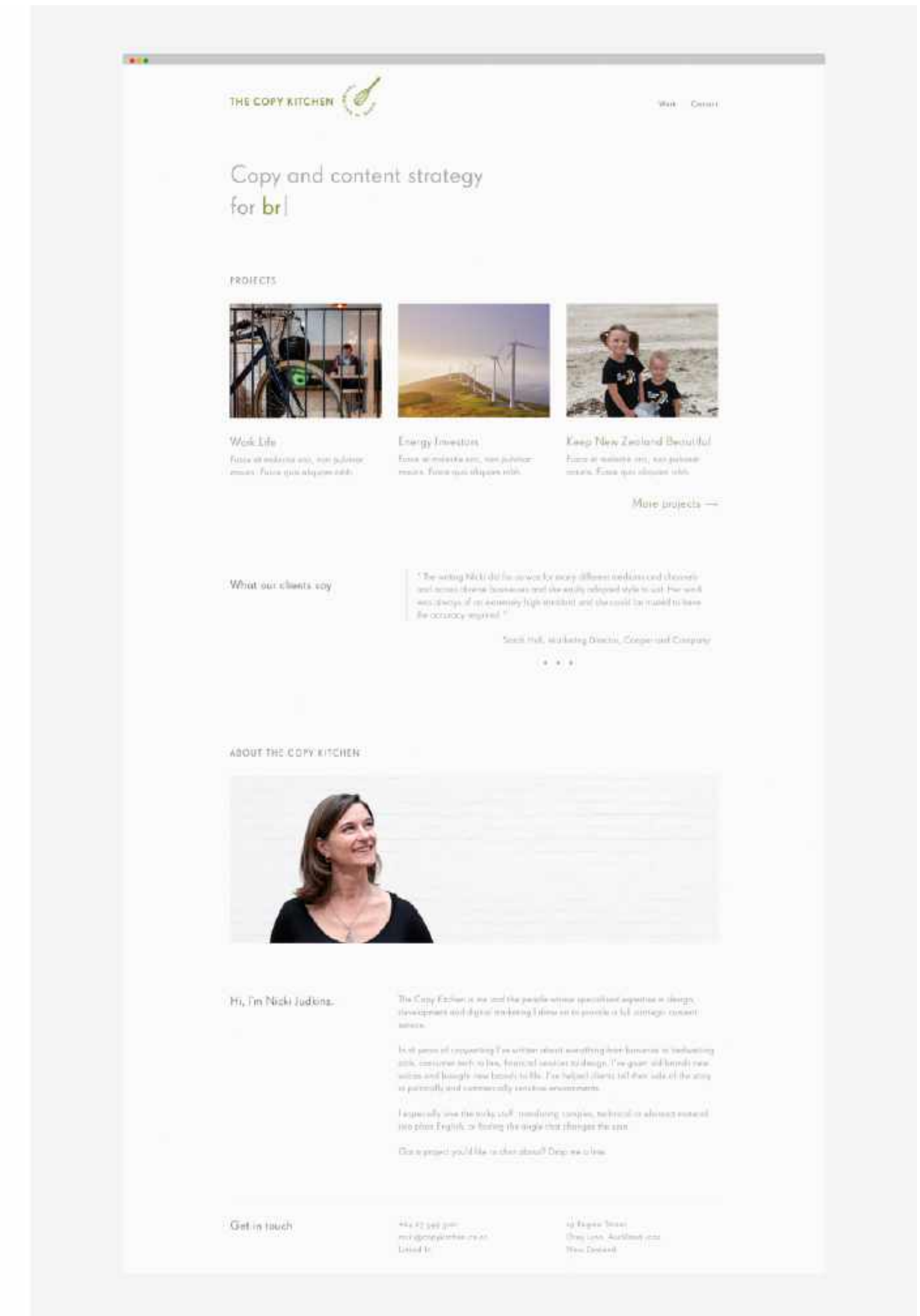
What did i do?

I collaborated with Charlottes to develop and implement their refreshed brand vision. I was responsible for designing, illustrating, and editing a food menu along with a 52-page drinks menu. I coordinated with local printers to source and price materials, ensuring all deadlines were met for their opening night.



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Client / Project: The Copy Kitchen Branding

Year: 2017

Duration: 1 Month

Roles & Responsibilities:

- Branding
- Logo creation
- Web design
- Guidelines
- Image manipulation
- Illustration
- Photography

Software Used:

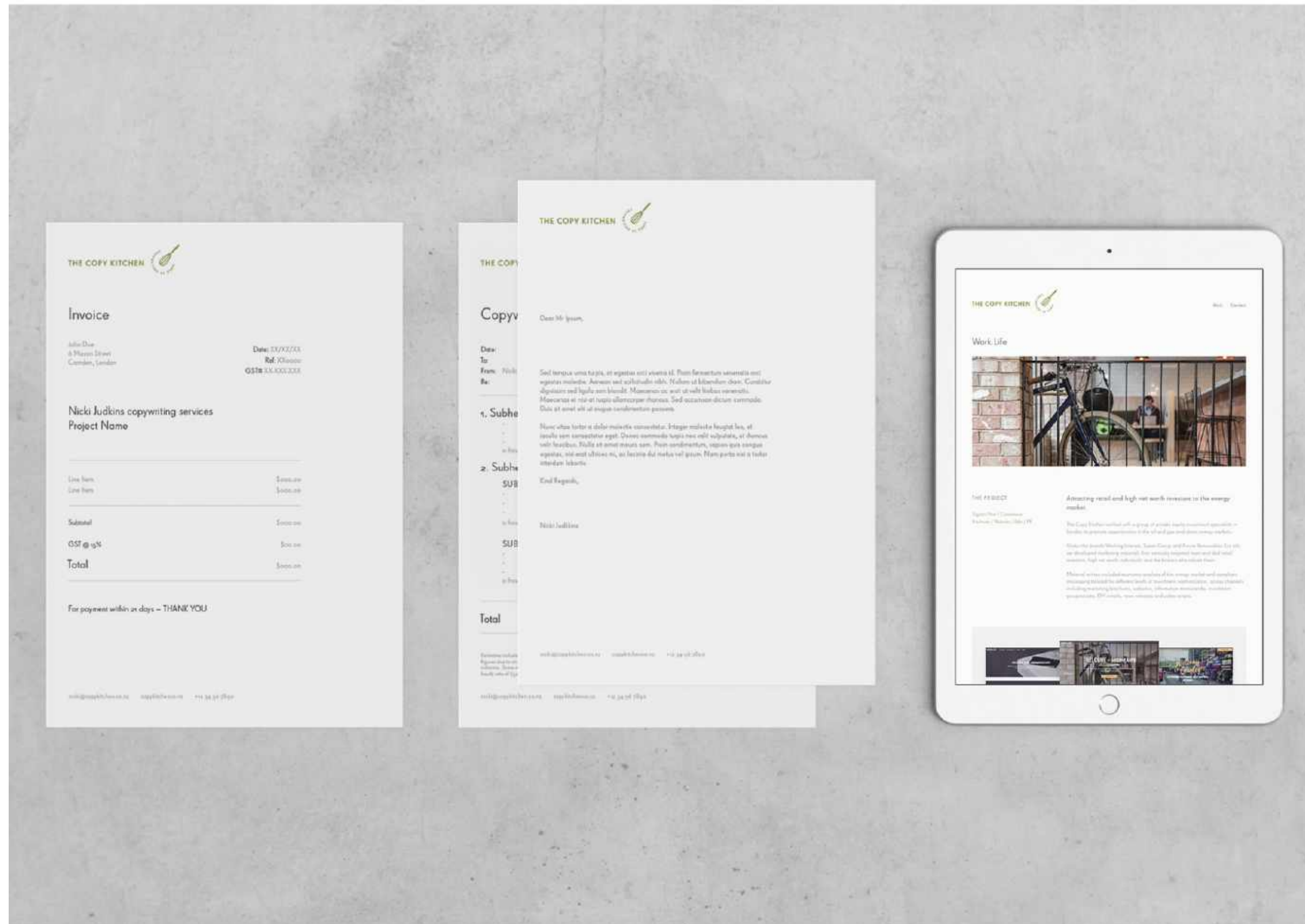
- Adobe Creative Suite
- Photoshop
- Illustrator
- CSS
- HTML

Project Description:

The Copy Kitchen sought to enhance its brand presence with a complete refresh, aiming to elevate its visual identity and overall look and feel.

What did i do?

I designed a refreshed and reimagined logo that embodies the art of crafting outstanding copy. In addition, I developed a range of brand assets, such as communication templates, letterheads, business cards, and a fully redesigned website.



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Client / Project:

Studio Fitz (working title) – Brand concepts

Year: 2024

Duration: 2 weeks

Roles & Responsibilities:

Brand exploration Visual exploration & experiments

Mood boarding Feasibility exploration

Software Used:

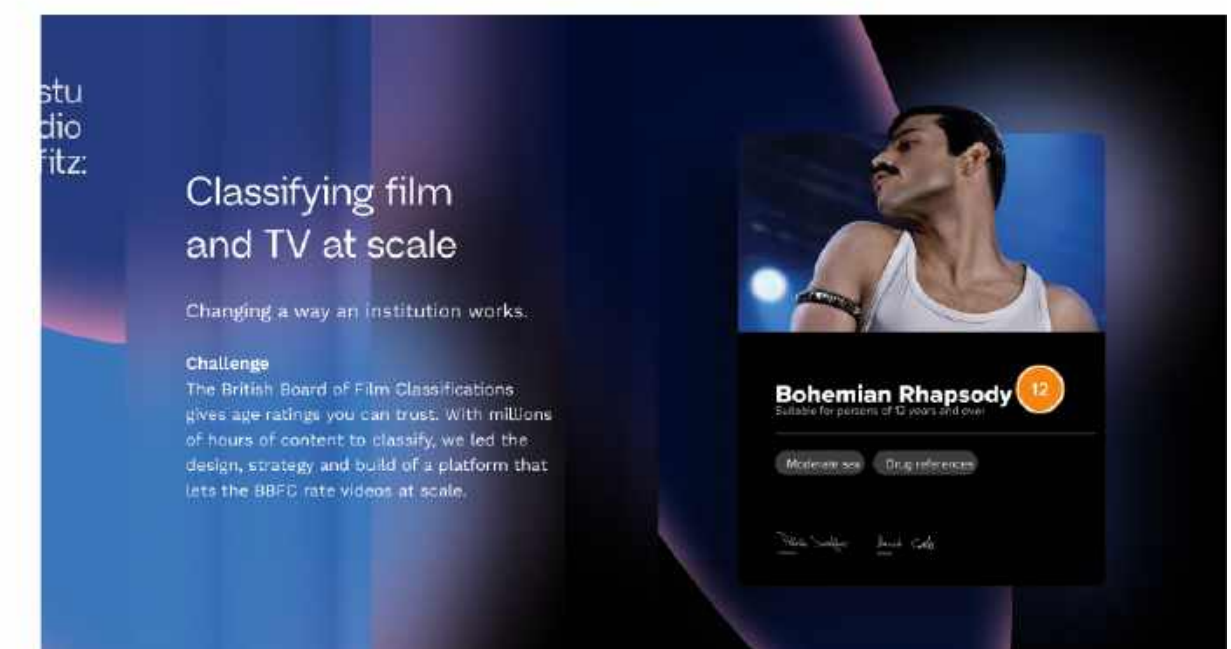
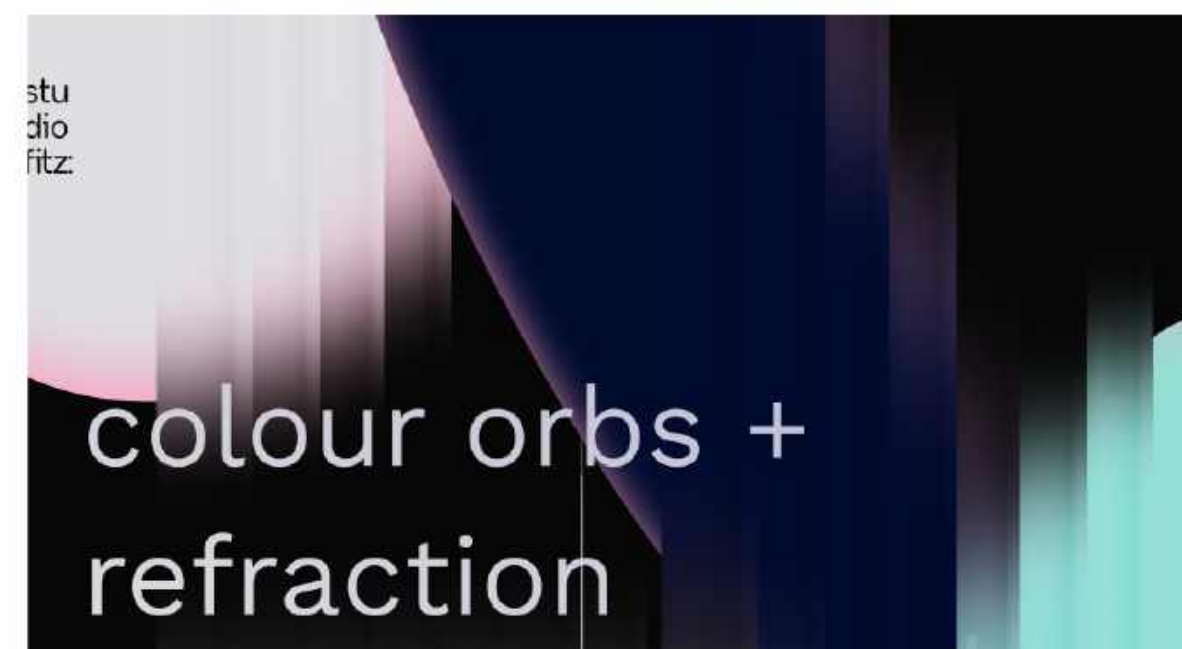
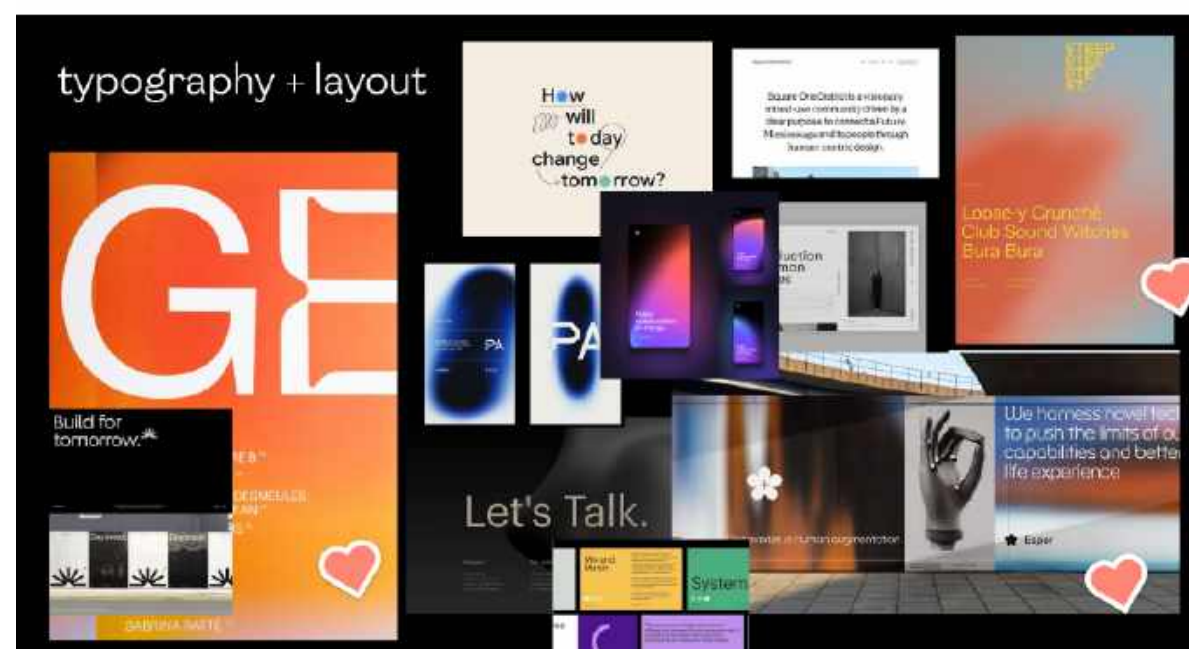
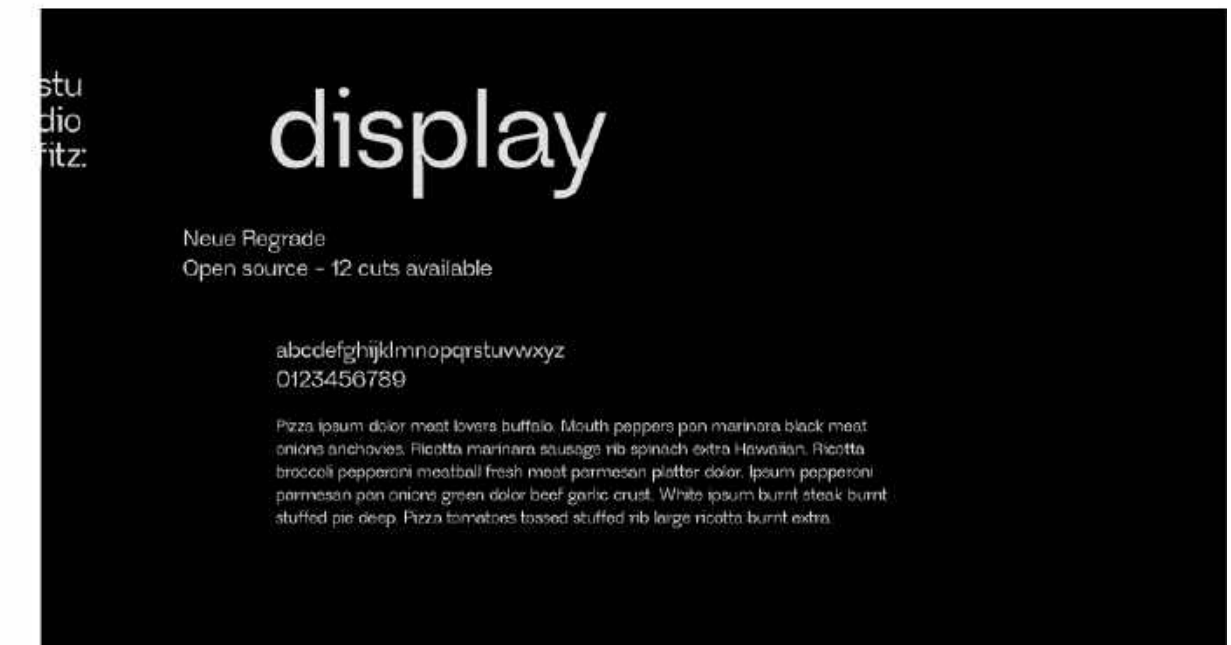
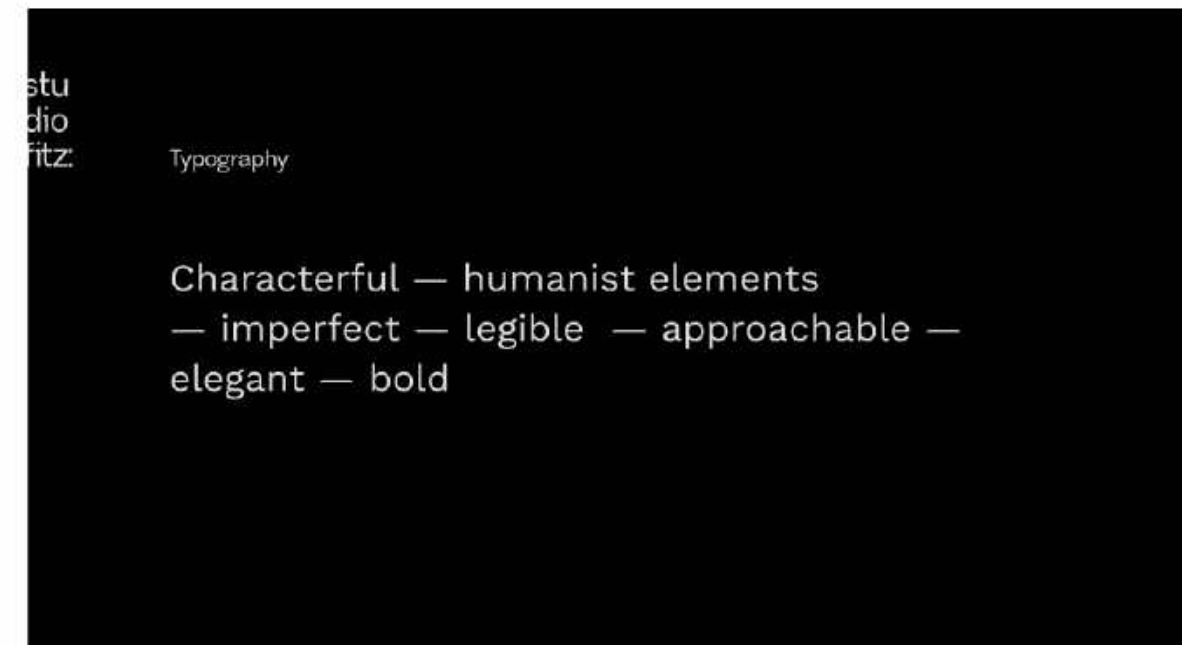
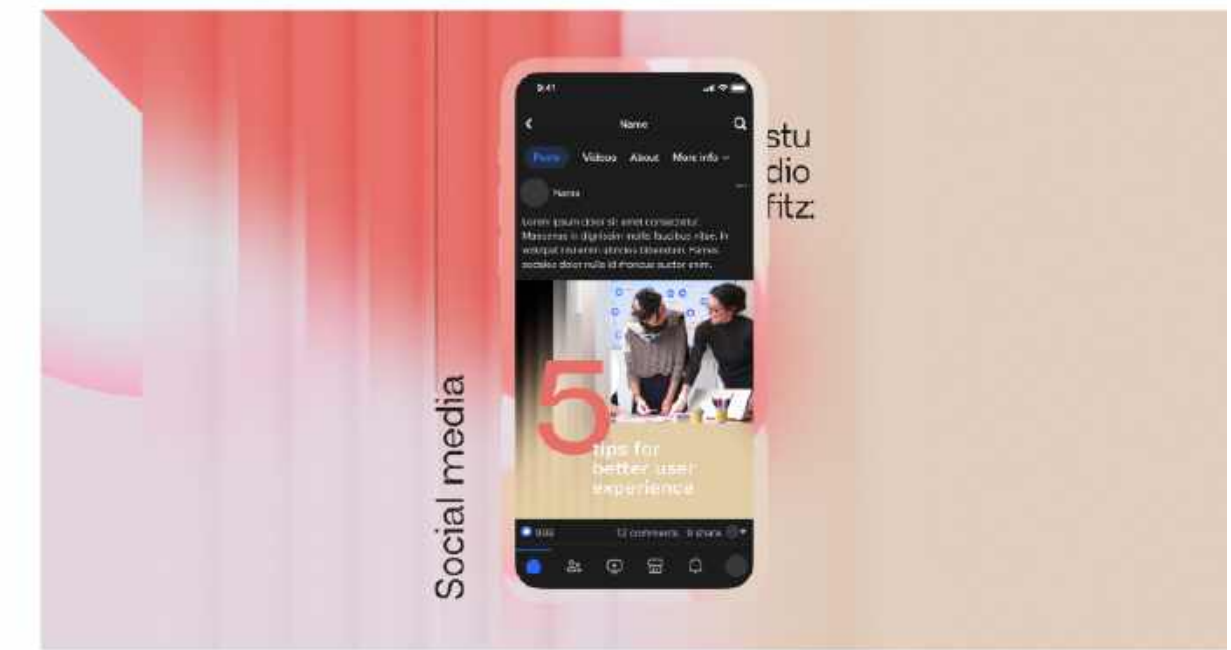
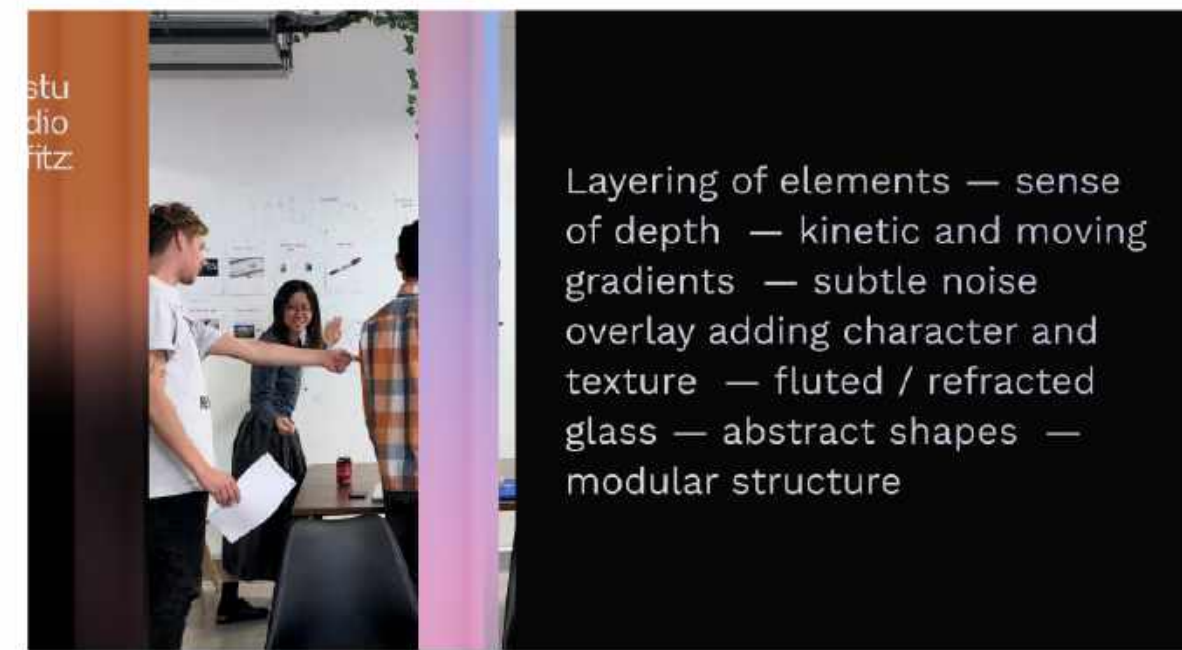
Figma Adobe Creative Suite Illustrator Photoshop

Project Description:

100 Shapes sought to explore a rebrand with a new name and identity, aiming to align with the magician archetype. They envisioned a brand defined by innovation, creativity, and a visionary mindset, all while maintaining an air of mystery and allure.

What did i do?

Nailing the right aesthetic and vibe was a top priority for the stakeholders. With no working brand name, the brief centred on telling a story through visual cues and narrative. After refining the concept through mood boards and workshops, I crafted a visual language that captured bold elegance, dynamic movement, and subtle masking using a vertical shutter-like effect. This approach became the foundation for how we would express and communicate the brand's identity moving forward.



Client / Project: ISTD 2015: Milestone Brief

Year: 2015

Duration: 2 Months

Roles & Responsibilities:

- Editorial design
- Book design
- Image editing
- Concept creation
- Documenting process
- Presentation
- Print
- Sourcing materials

Software Used:

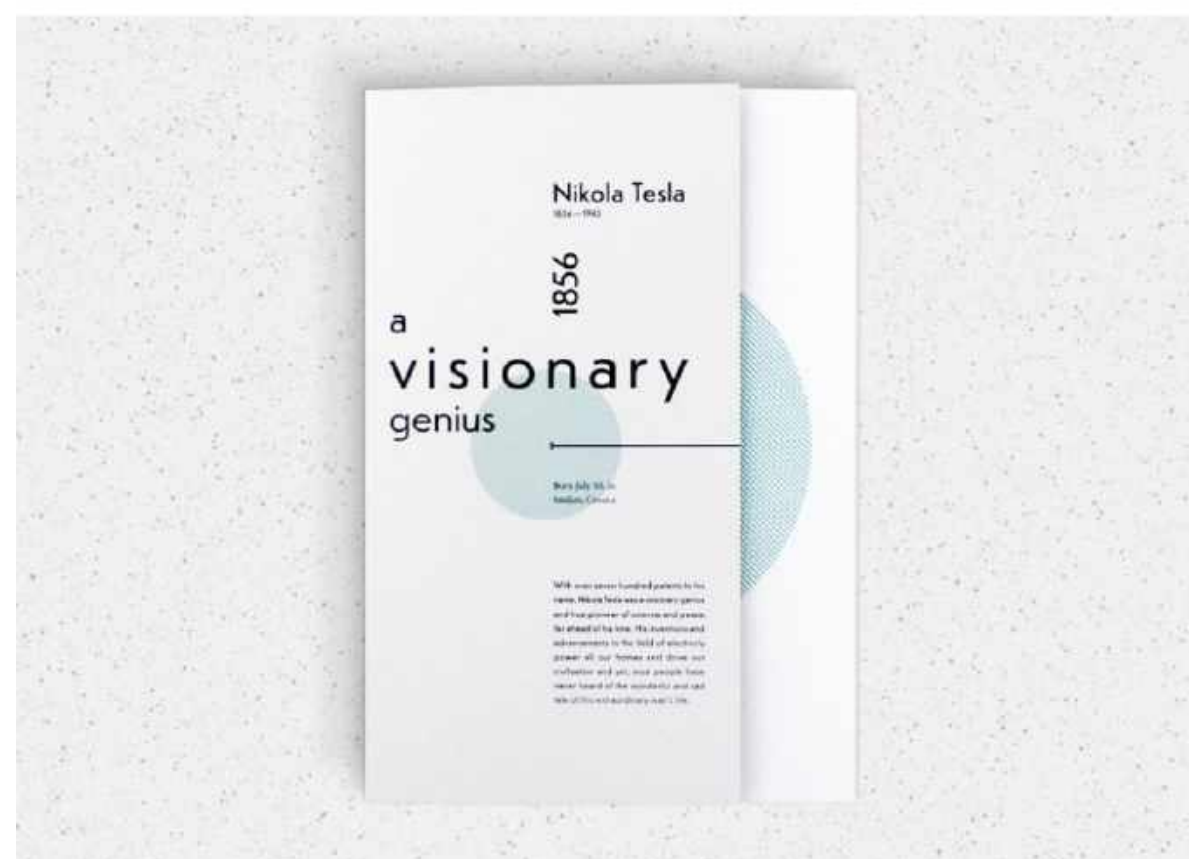
- Adobe Creative Suite
- InDesign
- Photoshop

Project Description:

The International Society of Typographic Designers "ISTD" is a professional body run by and for typographers, designers and educators committed to raising the bar and inspiring a love for all forms of typography. In celebration of their 40th anniversary, the 2015 student assessment brief challenged participants to document and produce a body of work focused on a subject or individuals milestones and the role played in the current existence of the subject matter.

What did i do?

I designed & edited "Nikola Tesla – A Visionary Genius", a short printed book that recounts the extraordinary and tragic story of Serbian-born American inventor Nikola Tesla through three defining milestone chapters that shape his legacy. These milestones are interconnected by a timeline jacket that, when unfolded, provides readers with an overarching view of Tesla's life, achievements and the context of the three key events. My submission to the prestigious ISTD assessment successfully passed, earning me membership in the International Society of Typographic Designers.





Client / Project: The Great Outdoor Gym Company

Year: 2021

Duration: 4 Days

Roles & Responsibilities:

Design Large format print Pitching

3D Mockup concepts

Software Used:

Adobe Creative Suite InDesign Photoshop

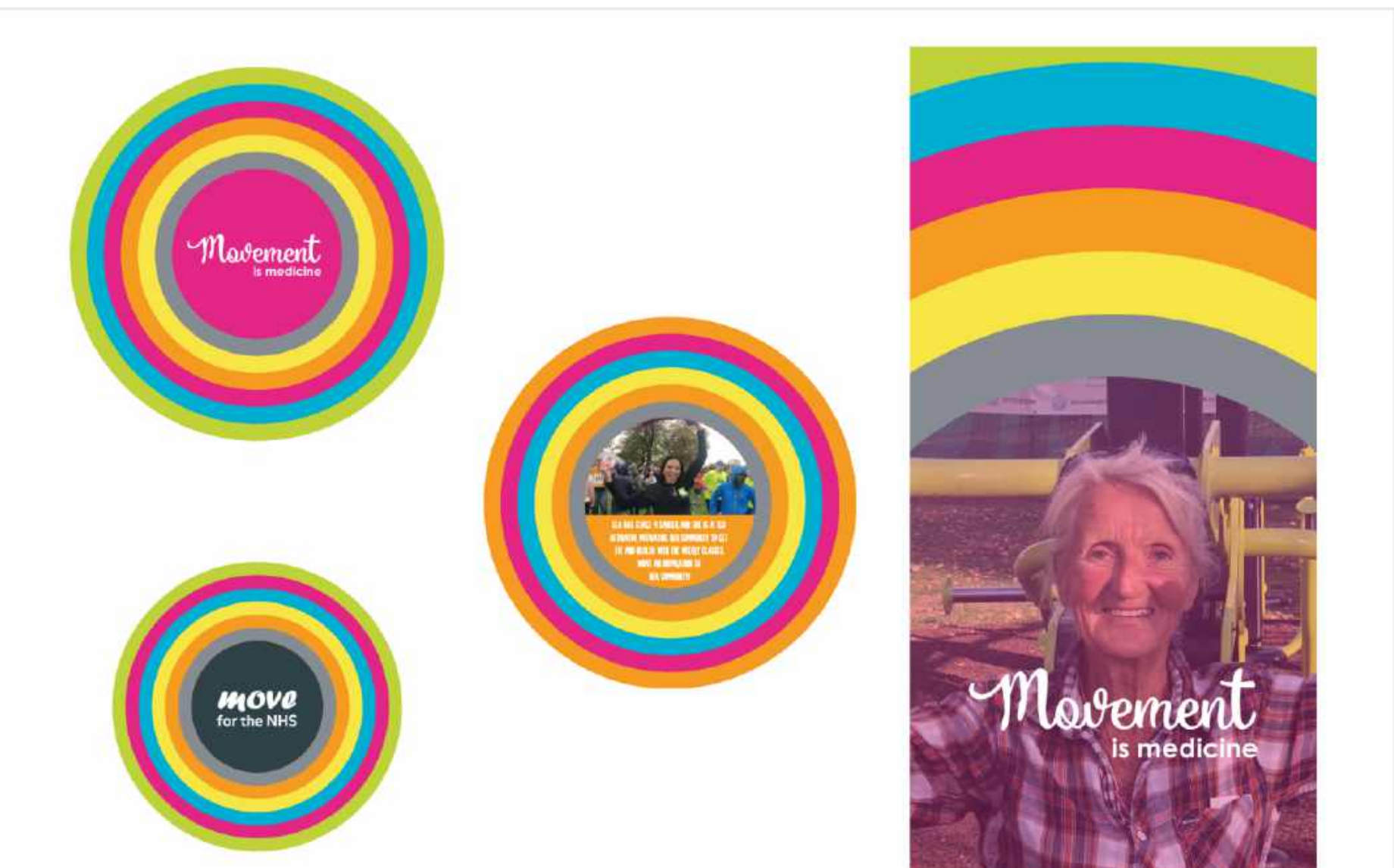
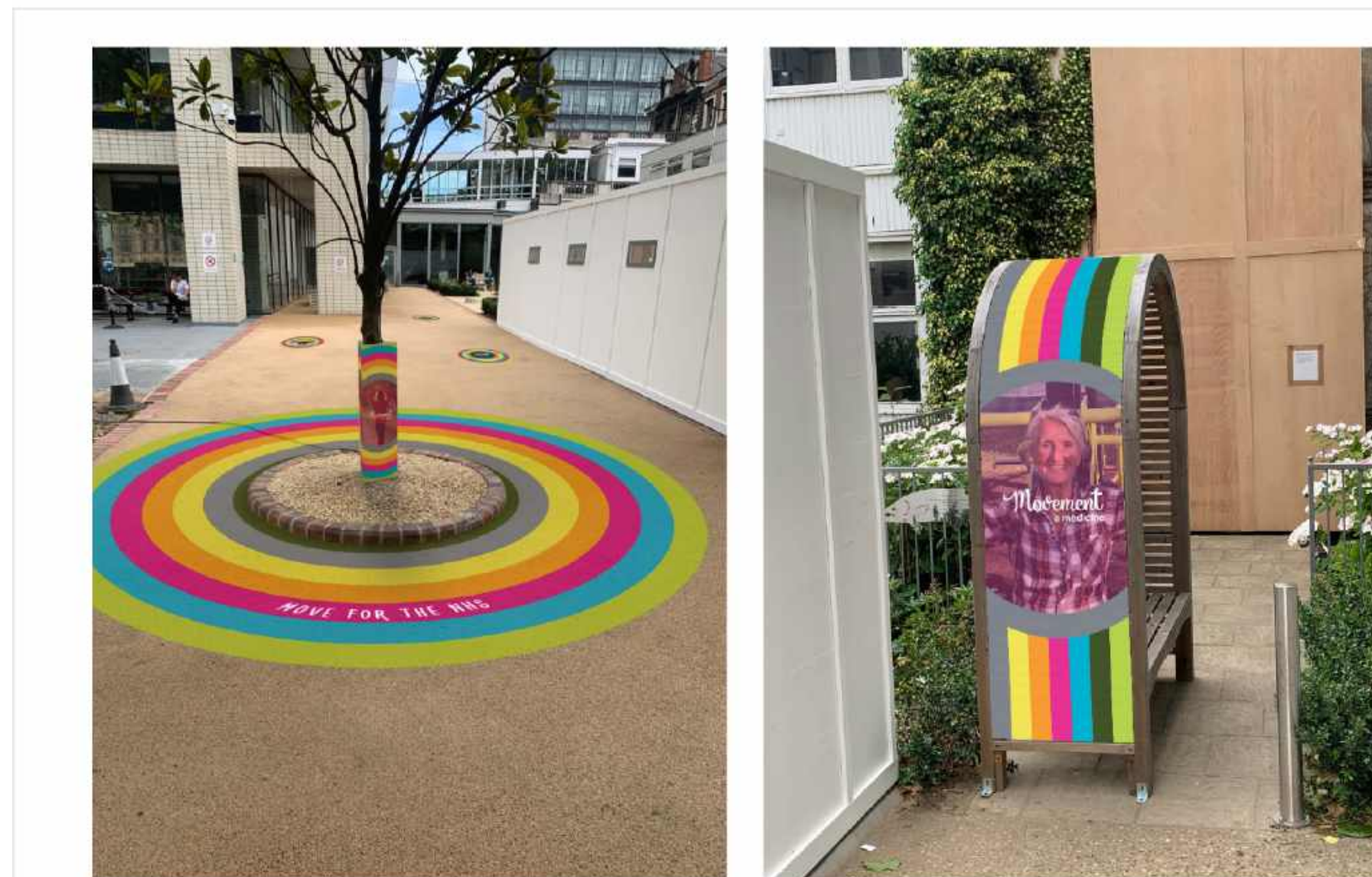
Illustrator Dimension

Project Description:

The Great Outdoor Gym Company was preparing to install gym equipment at St Thomas' Hospital in London. To promote the new installations, they sought to create eye-catching railing graphics and floor decals, guiding visitors from the hospital exit to the gym area.

What did i do?

I developed a range of design concepts for floor decals, wrap-arounds, and railing banners aligned with the company's brand guidelines. Each design creatively incorporated the required and briefed rainbow element, meeting the project's unique specifications.



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Client / Project: SHOT – Informational Short Videos

Year: 2021

Duration: Monthly retainer

Roles & Responsibilities:

Storyboarding Information design Infographics

aiding with script asset creation Illustration

Artworking Client management Vector work

Story telling

Software Used:

Adobe Creative Suite InDesign Illustrator

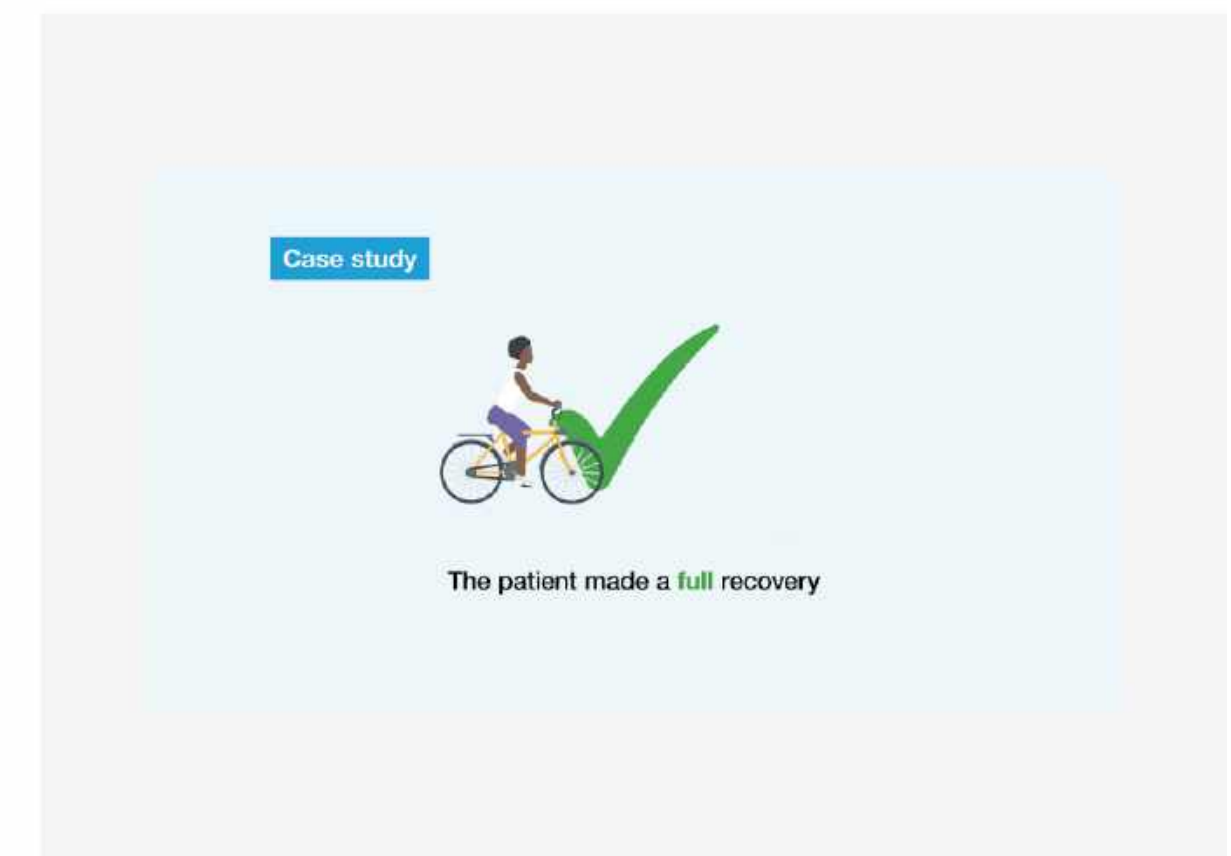
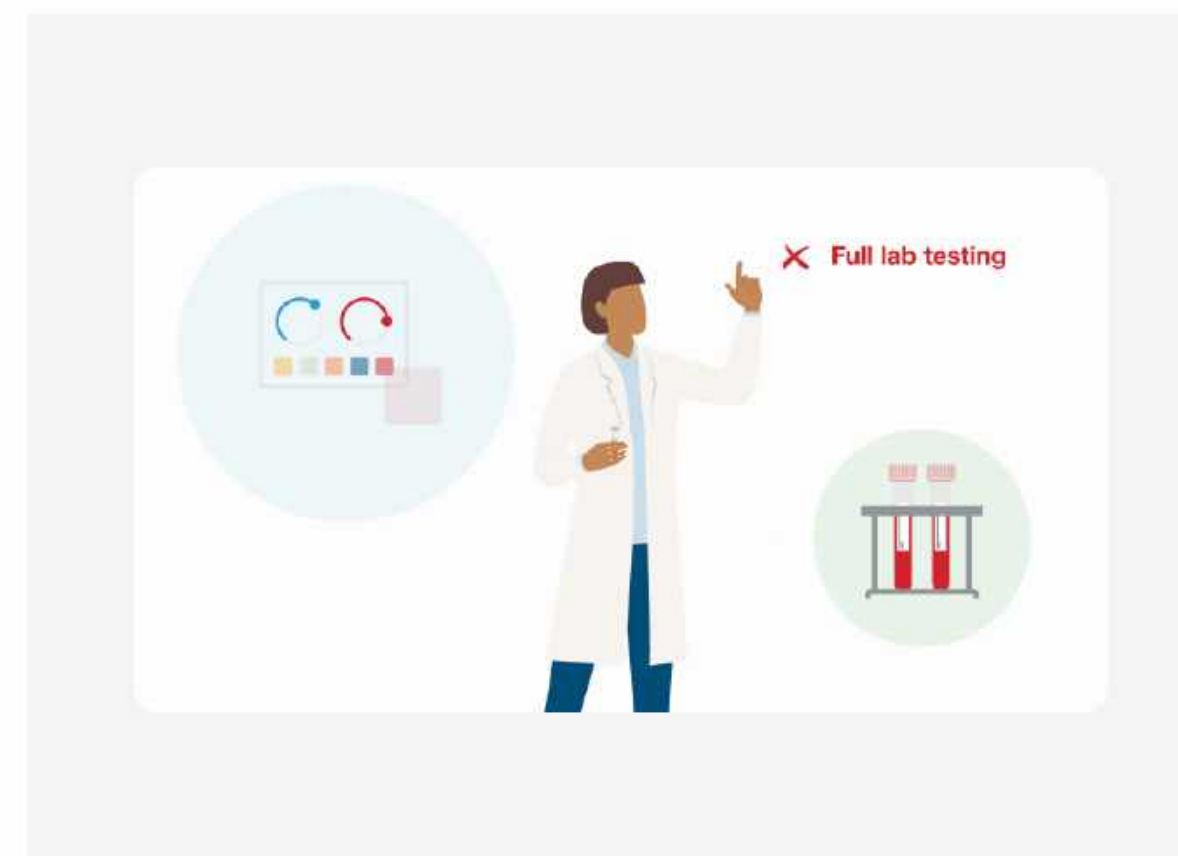
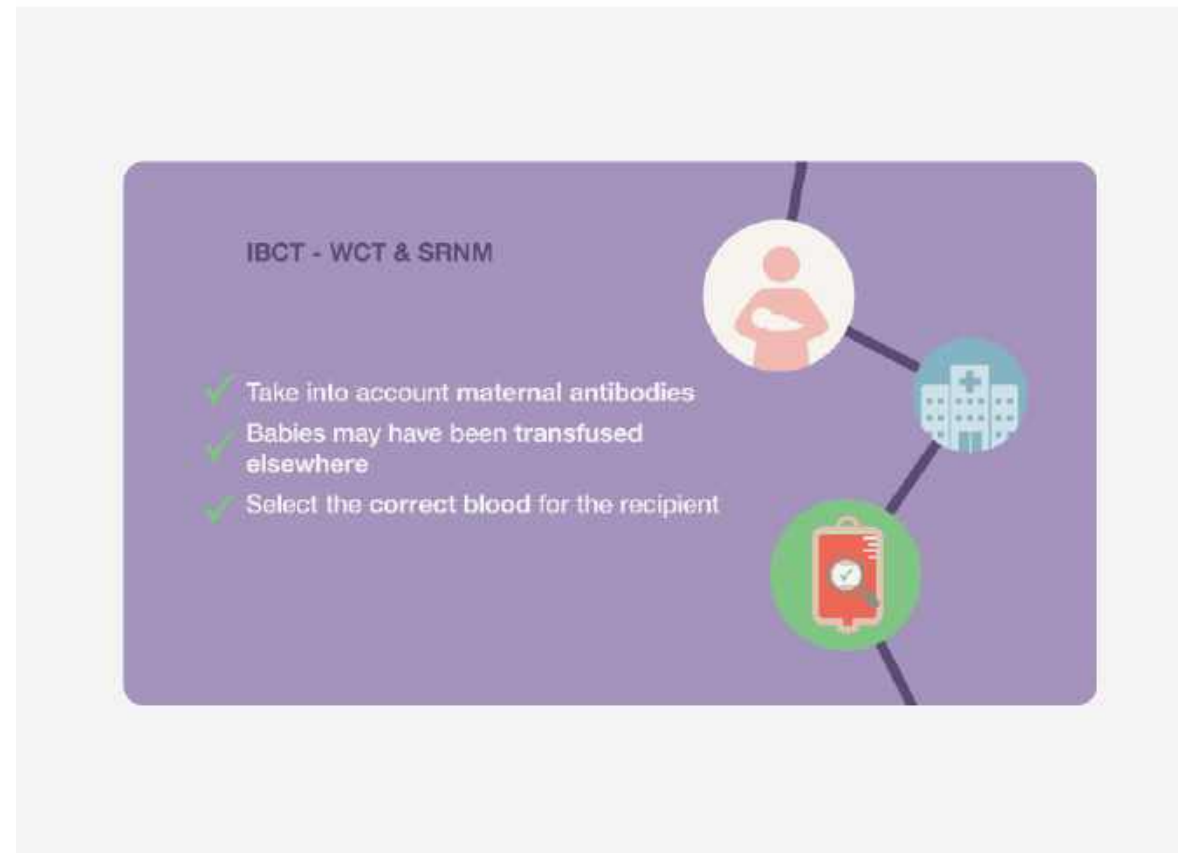
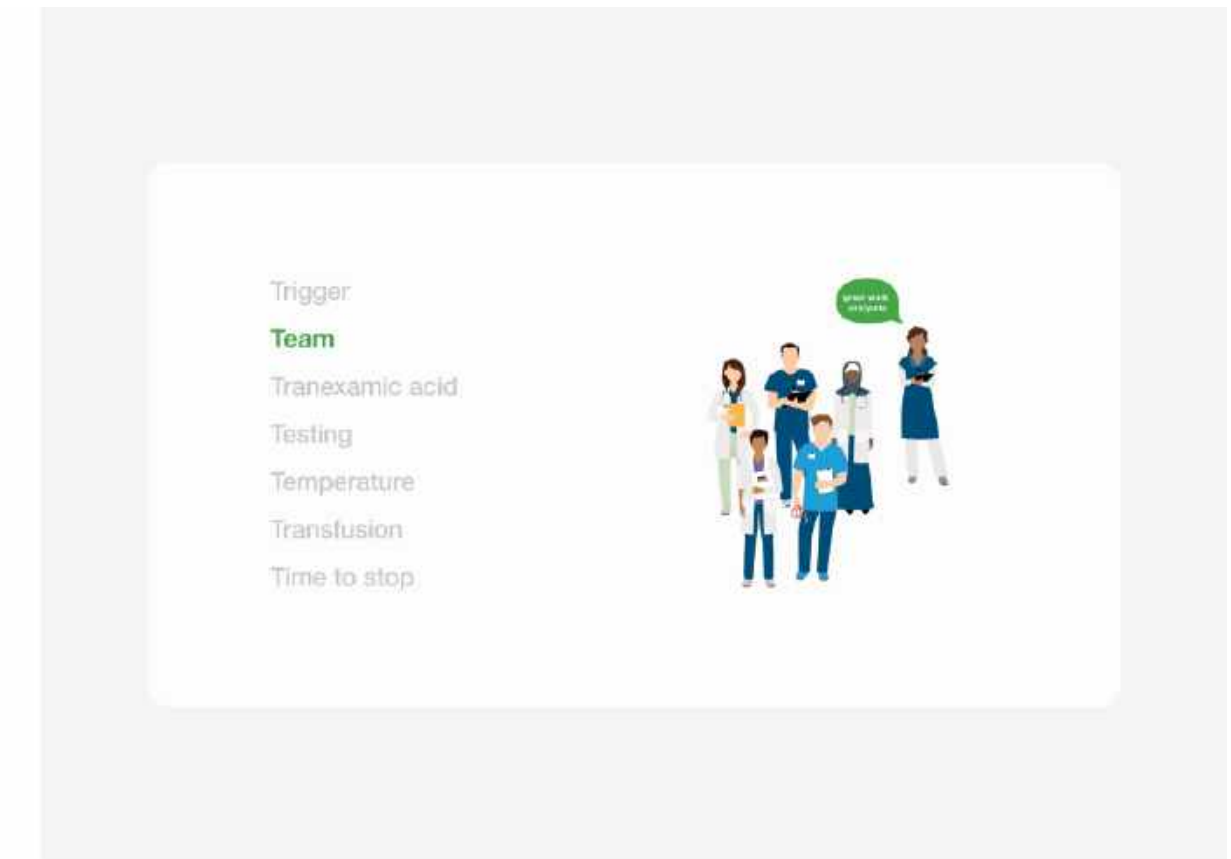
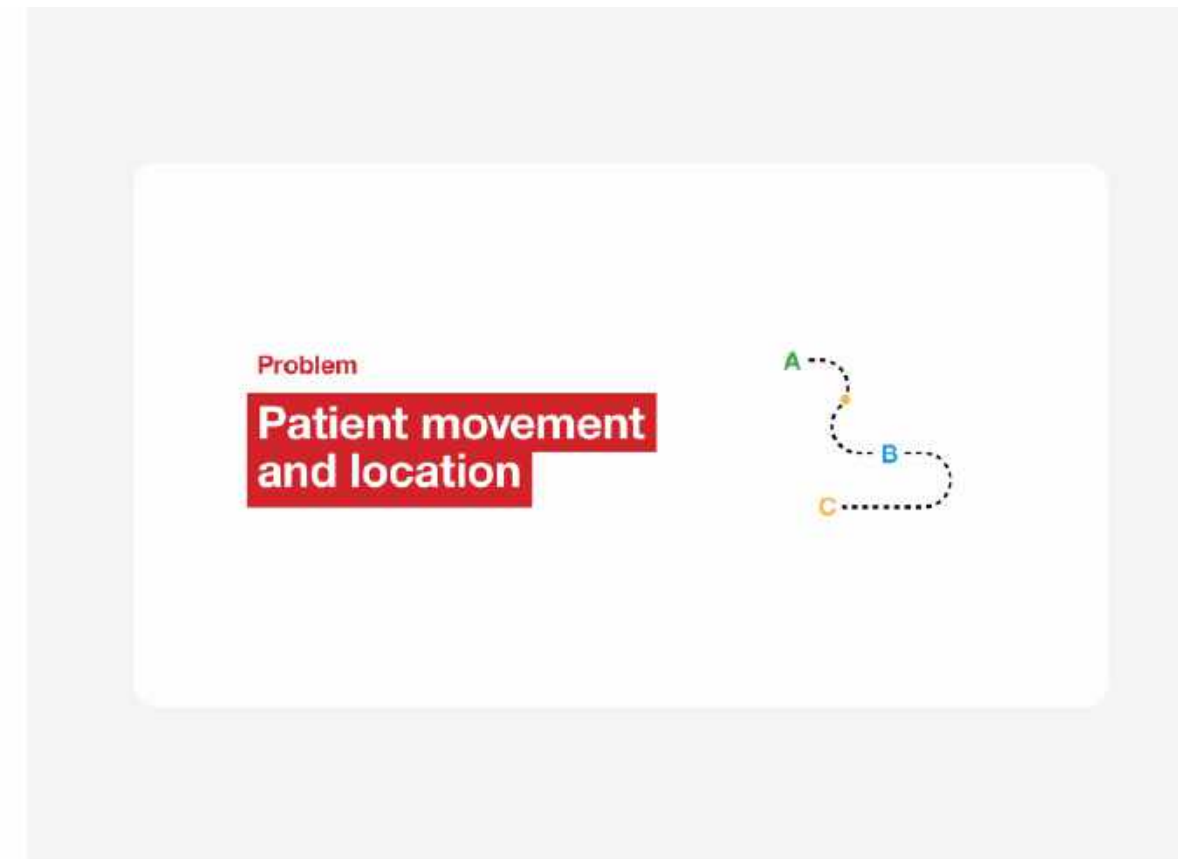
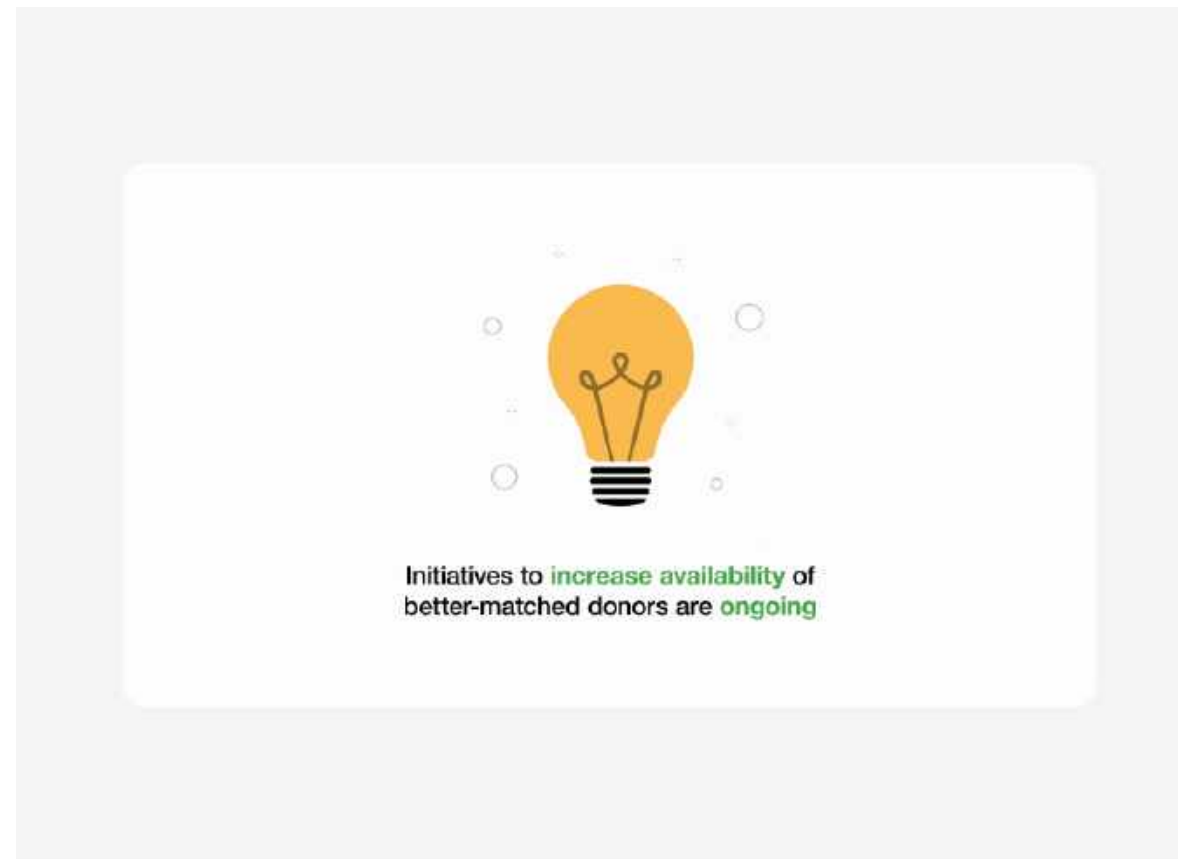
Photoshop

Project Description:

Serious Hazards of Transfusion “SHOT” (part of the NHS) commissioned ARC to create a series of short informational videos on particular subjects around blood transfusion.

What did i do?

Collaborating with SHOT and the video animators, I led the storytelling process by creating detailed storyboards, designing animation assets, and developing the overall art style for the shorts. The project presented several challenges, particularly in visually conveying niche, complex, and sensitive topics effectively.



Client / Project: O₂

Year: 2021

Duration: 1 Week

Roles & Responsibilities:

Shop front window decoration and concept design

Artworking Vector work 3D work

Software Used:

Adobe Creative Suite InDesign Dimension

Photoshop

Project Description:

O₂ commissioned ARC to produce 3D Christmas display concepts for their UK store fronts.

What did i do?

I created a series of concept artworks and compositions showcasing what ARC and its partners could produce for O₂ store fronts.

