

Lauren Aislinn Murphy

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Profile

London-based creative designer specialising in digital, brand and content design. Experienced in transforming complex ideas into engaging visual solutions for global audiences. *My Design Portfolio:* <https://www.laurenaislinncreative.com/>

Relevant Experience

Bayer UK

Creative Graphic and E-Learning Designer - FOX L&D Team (in-house)

Oct 2024 - Present

- Design infographics, presentations, and web pages that enhance knowledge-sharing across 3+ global teams
- Transform complex concepts into clear visual aids, increasing content accessibility for international audiences
- Develop high quality media assets and logos that establish identity and brand consistency across 3+ divisions

Graphic and E-Learning Designer - RDLA Team

Jul 2023 - Oct 2024

- Created 30+ motion graphics and videos, enhancing engagement in corporate training programs
- Turned 20+ storyboards into cross-platform visual aids, simplifying learning for 500+ employees

Junior Graphic and Learning Designer - RDLA Team

Jan 2022 - Jul 2023

- Designed 20+ templates and elements that streamlined team workflow and improved project efficiency
- Developed 10+ brand assets that defined sub-team identities while aligning with Bayer's global brand

Magknit - Digital Marketing Manager & Graphic Designer

Jun 2020 - Dec 2021

- Led a 7-person team to increase brand visibility, designing campaigns that reached 500+ users on social platforms

OEP Asia - Marketing Assistant

Jun 2019 - Sep 2019

- Designed soft and print ads for international schools, establishing brand presence across digital and outdoors channels

Kinetic Design - Design Intern

Sep 2016

- Conducted on-site photoshoots and design work to deliver logo pitches and official Toyota print advertisements

Education

Lancaster University, England

- First Class Honours BSc joint degree in Marketing and Design
- Relevant courses: Design Visualisation, Design Management, Consumer Behaviour, Brand Strategy

Renaissance College, Hong Kong

- IB Diploma- 6/7 in Higher Level Design, Business and English, 38/45 overall

Professional and Technical Skills

- Communication: Led conference calls of 20+ employees and regularly liaise with international teams
- Leadership: Managed multiple teams in fast-paced design environments
- Organisation: Skilled in file management and handling sensitive documents
- Photography: Experienced in product photography and advanced photo editing

Software

- Advanced: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom
- Proficient: PowerPoint, Excel, Canva, Wix, Microsoft Office (Teams, SharePoint), MacOS
- Familiar: Mailchimp, Dreamweaver, Figma, Synthesia, Articulate 360