

TIMOTHY MURPHY

Portfolio + Resume

Timothy Murphy

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www.timmurphy.com

Profile

Senior UX/UI designer and director specializing in UX/UI design, front end web application design, responsive email design and coding, online marketing, email marketing, project management, testing, sales presentations, branding, and business development.

Experience

Synapse Group Inc. Senior Web Designer

2009 - 2020

As senior web designer at Synapse Group I was responsible for leading creative projects and branding initiatives, while working with marketing directors in many different business units to produce exciting and effective online deliverables.

Managed and directed a team of web designers.

- Designed and maintained multiple online properties including 4 Your Health, Travel + Leisure Family Club, Coffees of the World, Food & Wine Connoisseur Club, Freebizmag, Door79, Bizrate, Magazine Discount Center, and American Family.

Executed design and layout solutions for online elements, including promotional web sites, landing pages, banner advertising, marketing and sales presentations, and other online advertising and marketing campaigns.

- Designed and coded responsive email templates, email marketing campaigns and email journeys across multiple channels.

A&E Television Networks Web & UX Designer

2007 - 2008

As a web designer and developer for A&E Television Networks, I worked within the direct to consumer group of AETN providing design and creative direction for all of the online brand storefronts. I developed effective, integrated graphical elements in support of e-commerce marketing initiatives that were used in the online store, emails, and banner ad campaigns.

- Redesigned consumer products storefronts for A&E and The History Channel.
- Designed graphics and banner campaigns in support of store promotions, and on air events.
- Developed store landing pages in support of marketing efforts.
- Designed and created email templates for email marketing campaigns.

ConsumerReports.org Web & UX Designer

2004 - 2007

As a web and UX designer for Consumer Reports, I worked on a total redesign and re-architecture of the ConsumerReports.org web site which went live in 2008.

- Designed and architected the new ConsumerReports.org web site.
- Designed product and online ratings web applications.
- Implemented a new design for the user reviews section of the site for products.
- Other design projects included, Discussions, Blogs, On-Location Micro-sites, RSS, Preview-Layer, Paywall and Subscription pages, GreenerChoices.org, Search results, User Accounts, and Owner Satisfaction.

The Taunton Press Web Designer & Front End Developer

2000 - 2004

As a web designer & front end developer at The Taunton Press I was responsible for the design and development of www.taunton.com. The site is an umbrella for 6 magazine sites, an online store, and a customer support section. Other projects included, 360 degree home tours, flash animations, How-to DVD's creation, and streaming media delivery.

- Created taunton.com web site and all related domains - Fine Cooking, Fine Gardening, Inspired House, etc. Including site architecture, design, and coding of all ASP templates.
- Design and architecture of web store and transaction flow for Taunton.com.
- Creation of promotional support materials for books and magazines including micro-sites, flash presentations, and HTML emails.
- Designed, produced and created 15 Instructional How-To DVD's.

Skills

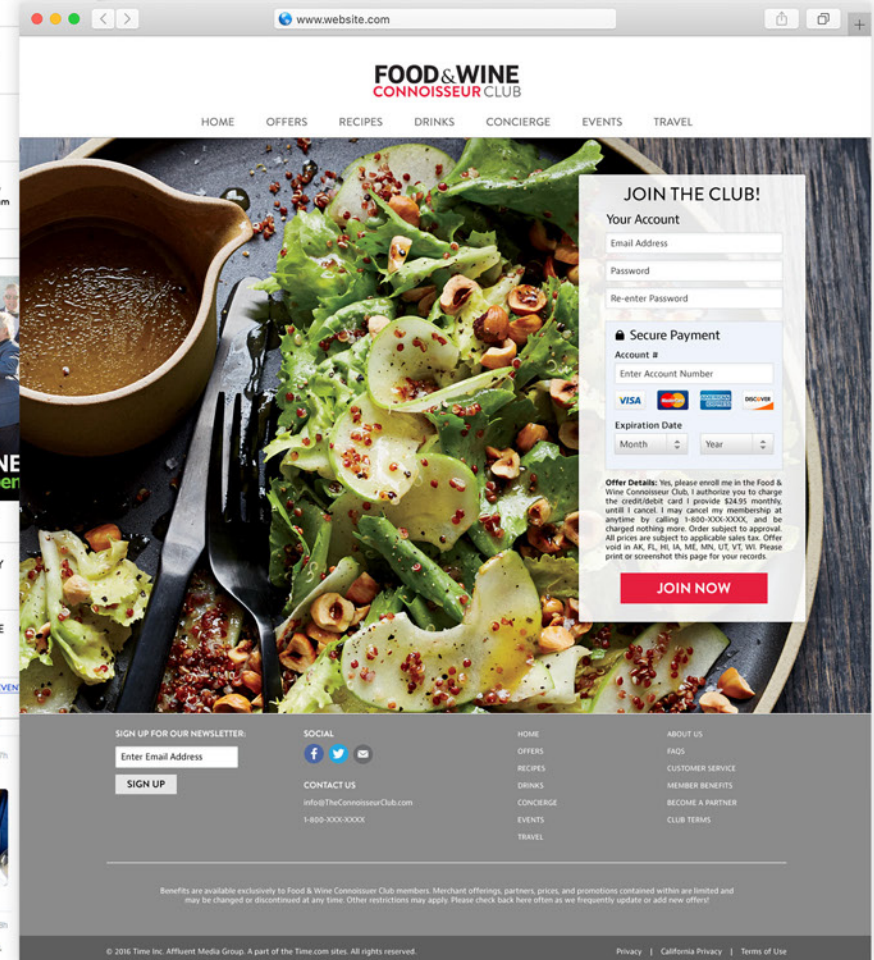
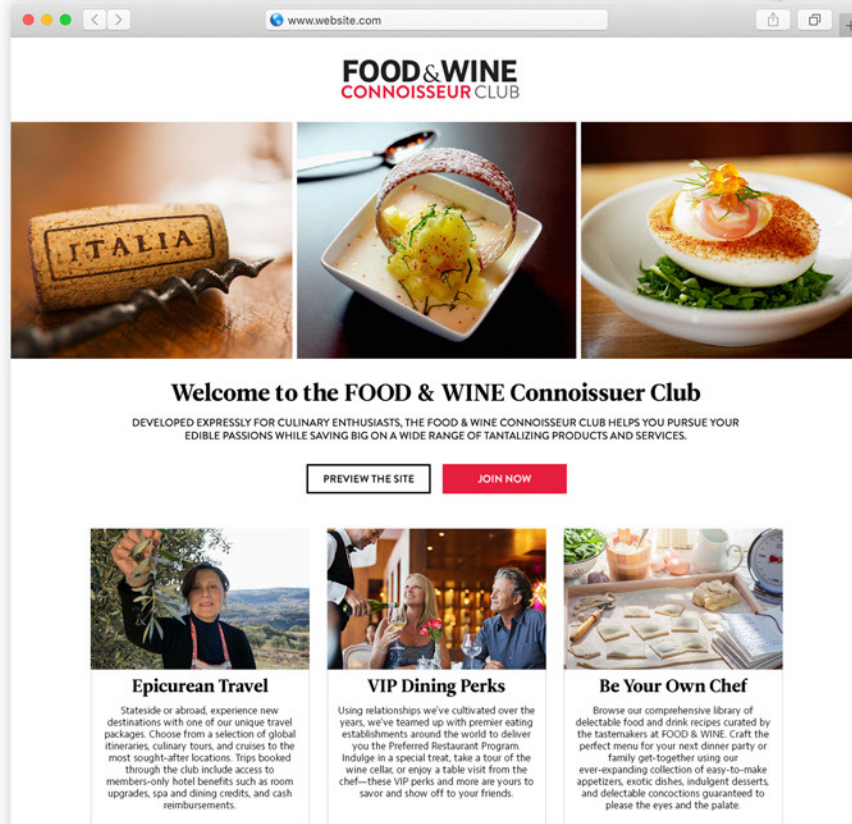
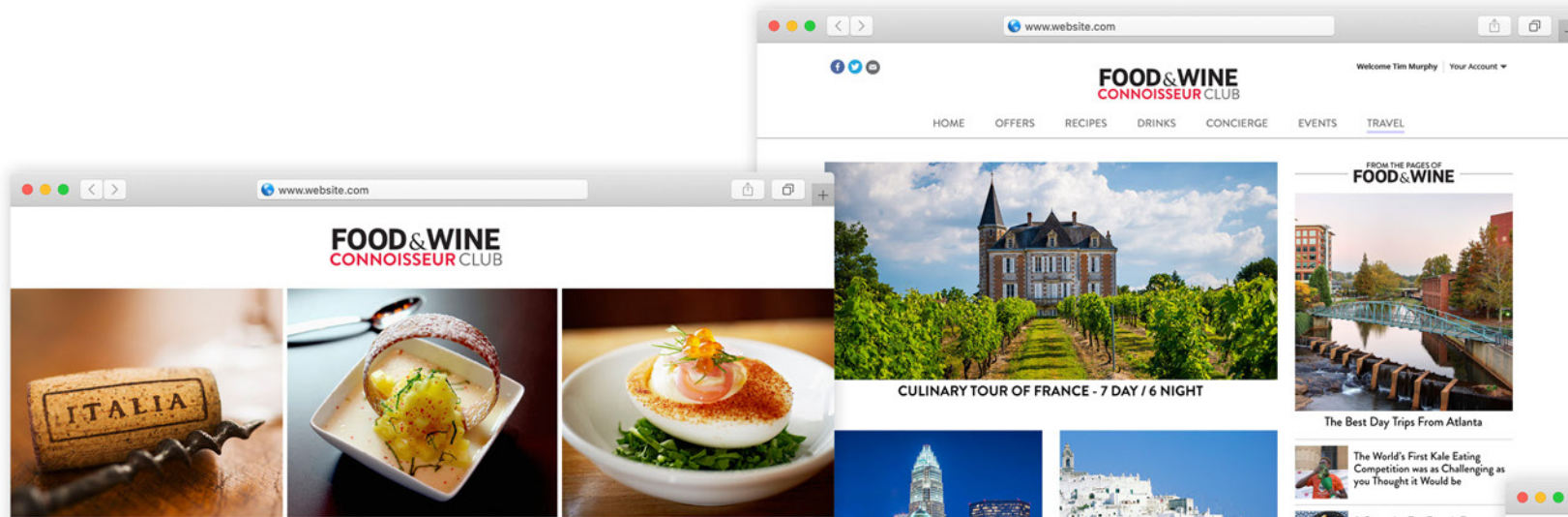
Excellent skills in Adobe Creative Suite applications. Photoshop, Dreamweaver, Illustrator, Figma, Sketch, Indesign, InVision, and Litmus. Responsive email coding, UX/UI, site architecture, wire-framing, email journeys, prototyping, style guides, branding, logo design, mockups, online and social media advertising.

References

Available upon request

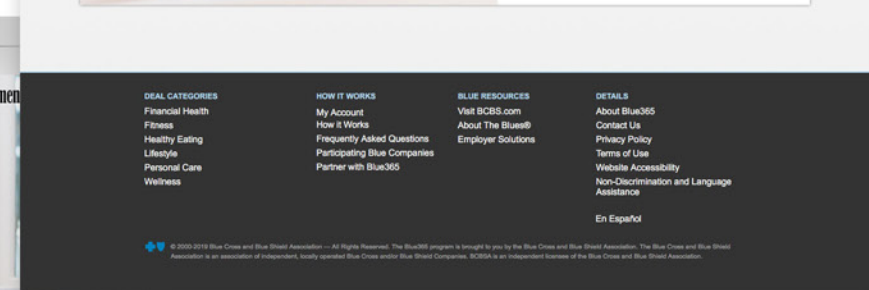
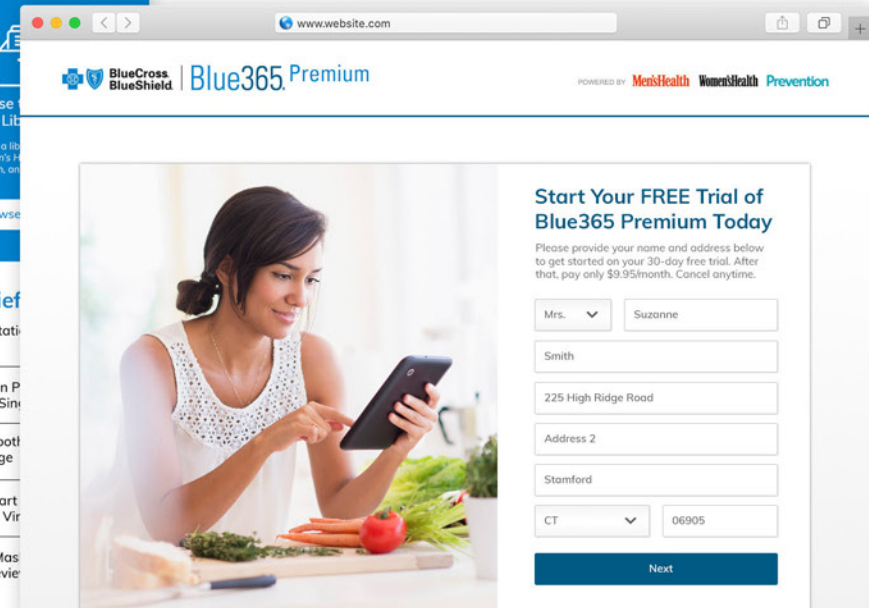
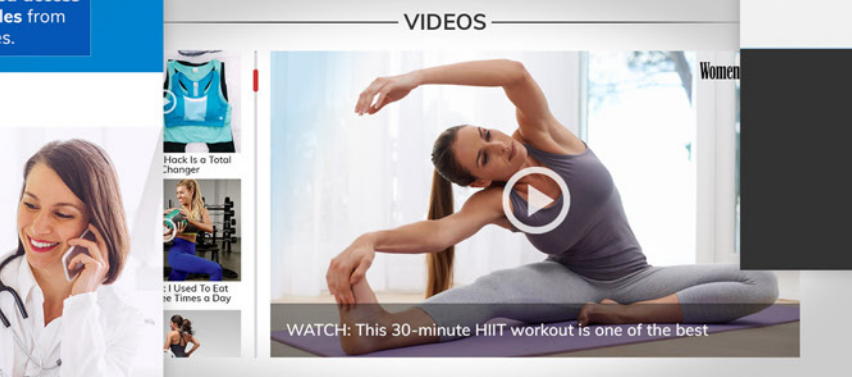
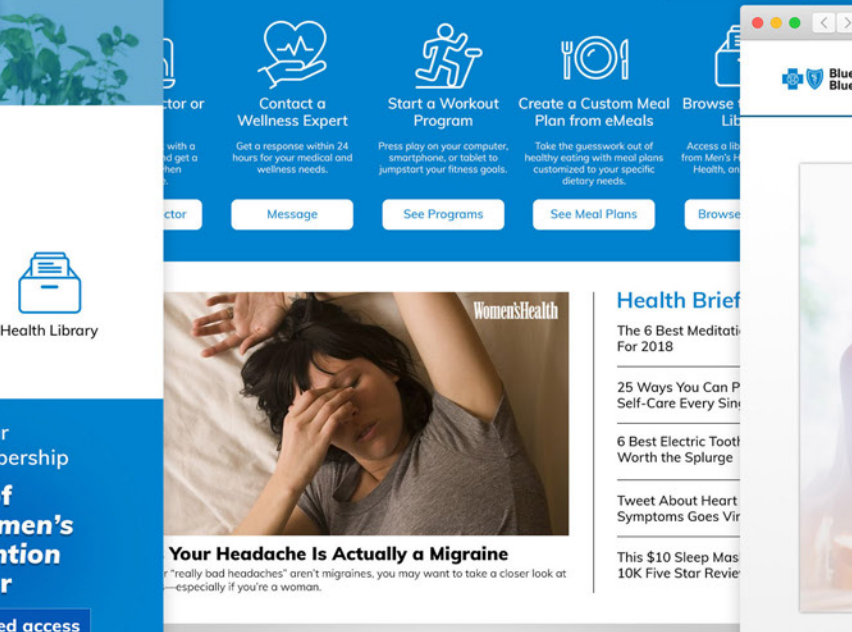
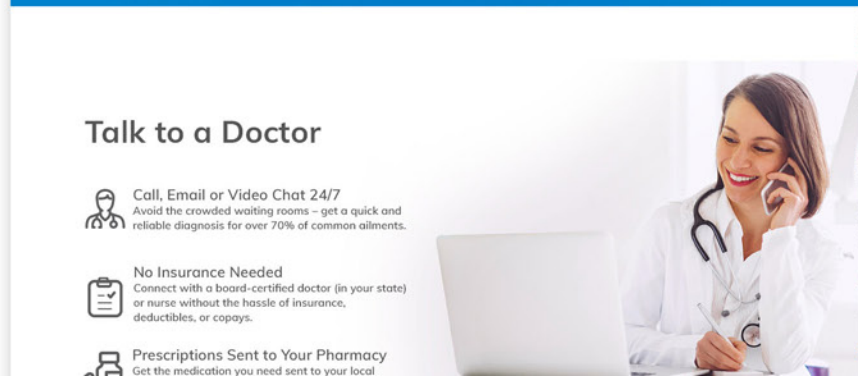
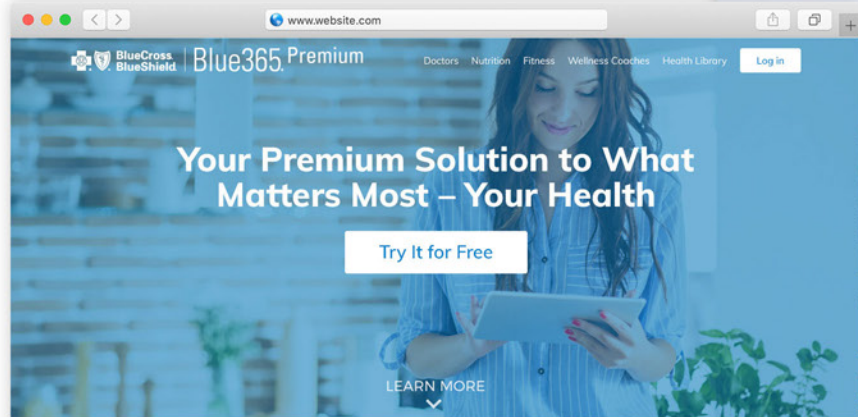
Food & Wine Connoisseur Club

A complete site redesign and re-architecture that I created for the Food & Wine Connoisseur Club.



Blue 365 Premium

A site design I created for a 3-way partnership between Blue Cross Blue Shield, 4YourHealth.com and Meredith Publishing



Vark TV

I was asked to design a SVOD subscription site. Although vark.tv never became a reality it was a fun project and a great concept to be able to work on.

www.website.com

VARK TV

HOMEHOW IT WORKSFAQSUPPORT

Sign In | Create Account

CHECKOUT

My Cart (3)

CHANNEL SELECTION	PRICE	FREE TRIAL	TOTAL
HBO NOW HBO Now Remove Item	\$14.99 / Month	30-Day	\$14.99
CBS ALL ACCESS CBS All Access Remove Item	\$5.99 / Month	30-Day	\$5.99
STARZ Starz Remove Item	\$9.99 / Month	30-Day	\$9.99
Subtotal: \$30.97			
CHOOSE 3 SAVINGS OFFER: -20% OFF			
Order Total: \$24.77			

COMODO

SECURE

CHECKOUT

VARK TV

HOMEHOW IT WORKSFAQSUPPORT

PRIVACYTERMS OF USE

www.website.com

VARK TV

HOMEHOW IT WORKSFAQSUPPORT

Sign In | Create Account

YOUR TV, YOUR WAY!

Get all your favorite streaming video services all in one easy to manage place!
Plus, choose three or more and SAVE 20% OFF!

SPECIAL OFFER

Choose three or more channels and get 20% OFF your first three months!

SELECT YOUR CHANNELS

HBO NOW

HBO NOW - \$14.99 / Month
30-Day Free Trial

SELECTED

fubo TV

Fubo TV - \$9.99 / Month
1-Day Free Trial

SELECT

hulu

HULU - \$7.99 / Month
7-Day Free Trial

SELECT

SHOWTIME

Showtime - \$9.99 / Month
30-Day Free Trial

SELECT

NFL GAME PASS

NFL Game Pass - \$9.99 / Month
7-Day Free Trial

SELECT

CBS ALL ACCESS

CBS All Access - \$5.99 / Month
7-Day Free Trial

SELECTED

YouTube Red

YouTube RED - \$9.99 / Month
30-Day Free Trial

SELECT

Smithsonian earth

Smithsonian Earth - \$3.99 / Month
30-Day Free Trial

SELECT

WWE NETWORK

WWE Network - \$9.99 / Month
30-Day Free Trial

SELECT

STARZ

Starz - \$9.99 / Month

MLB.TV

MLB TV - \$9.99 / Month

crunchyroll

Crunchy Roll - \$6.95 / Month

www.website.com

VARK TV

HOMEHOW IT WORKSFAQSUPPORT

Sign In | Create Account

HBO NOW

Get instant access to original shows, hit movies and more. No TV package required. Try it free for 30 days, then only \$14.99/month — cancel anytime.

WATCH ON ALL YOUR FAVORITE DEVICES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam consectetur purus vitae sapien vestibulum, eu sagittis nibh semper. Quisque eu maximus nulla, in commodo felis. Proin quis enim non ipsum condimentum maximus. In sed mollis est. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Proin fermentum eu sapien in sodales.

Apple TV

android

amazon fireTV

chromecast

Roku

iPad / iPhone

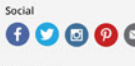
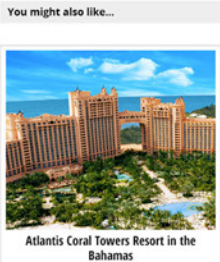
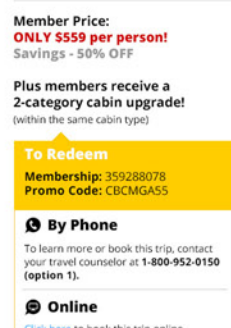
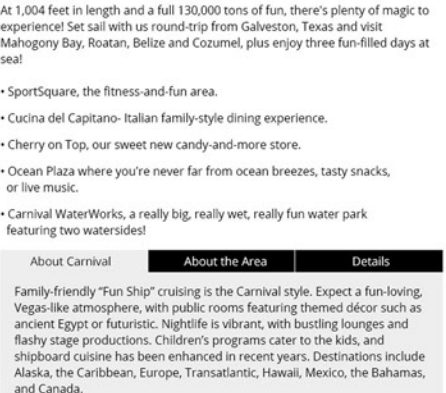
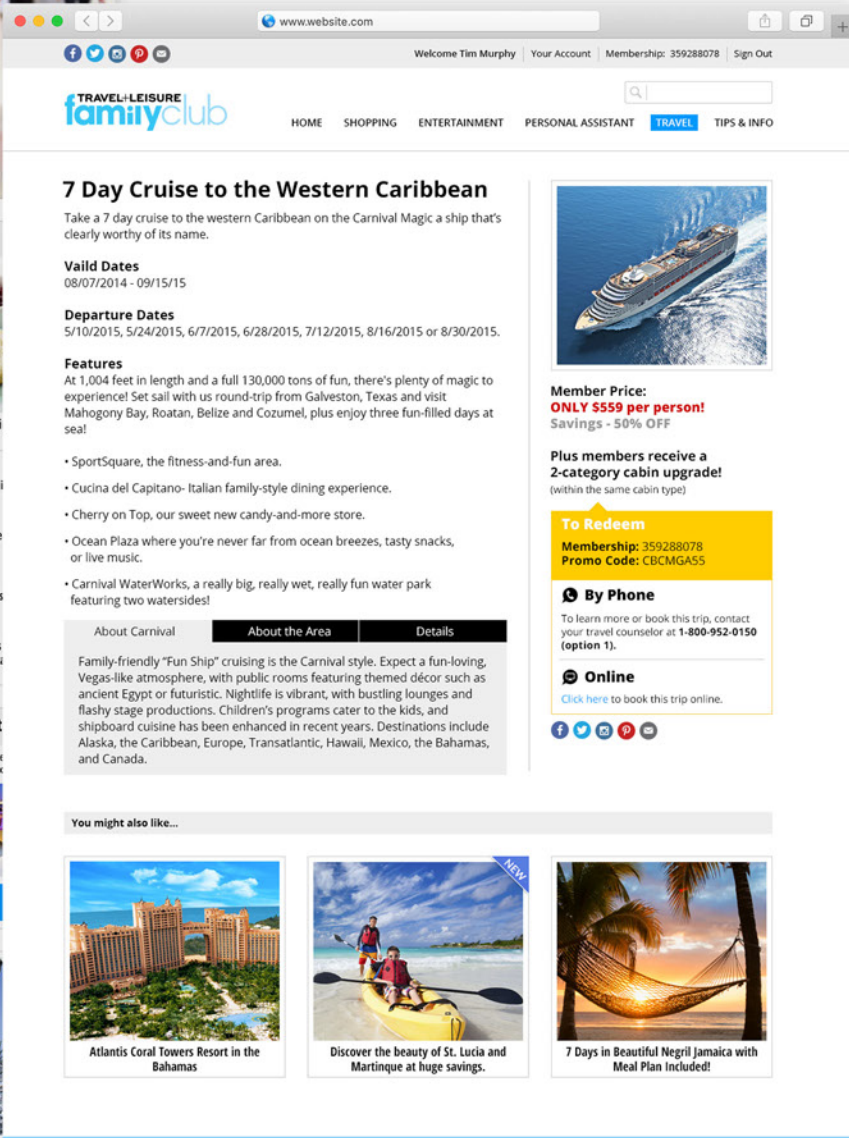
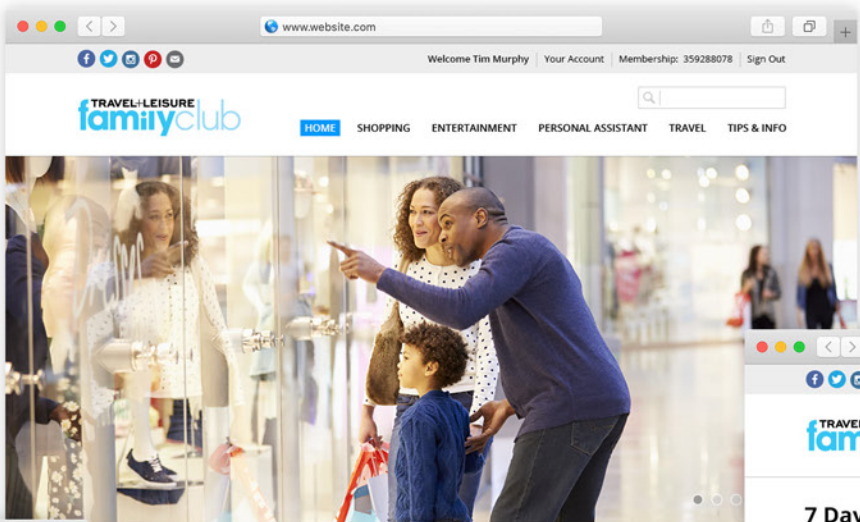
Windows 10

XBOX

GET A FREE
GOOGLE
CHROMECAST!

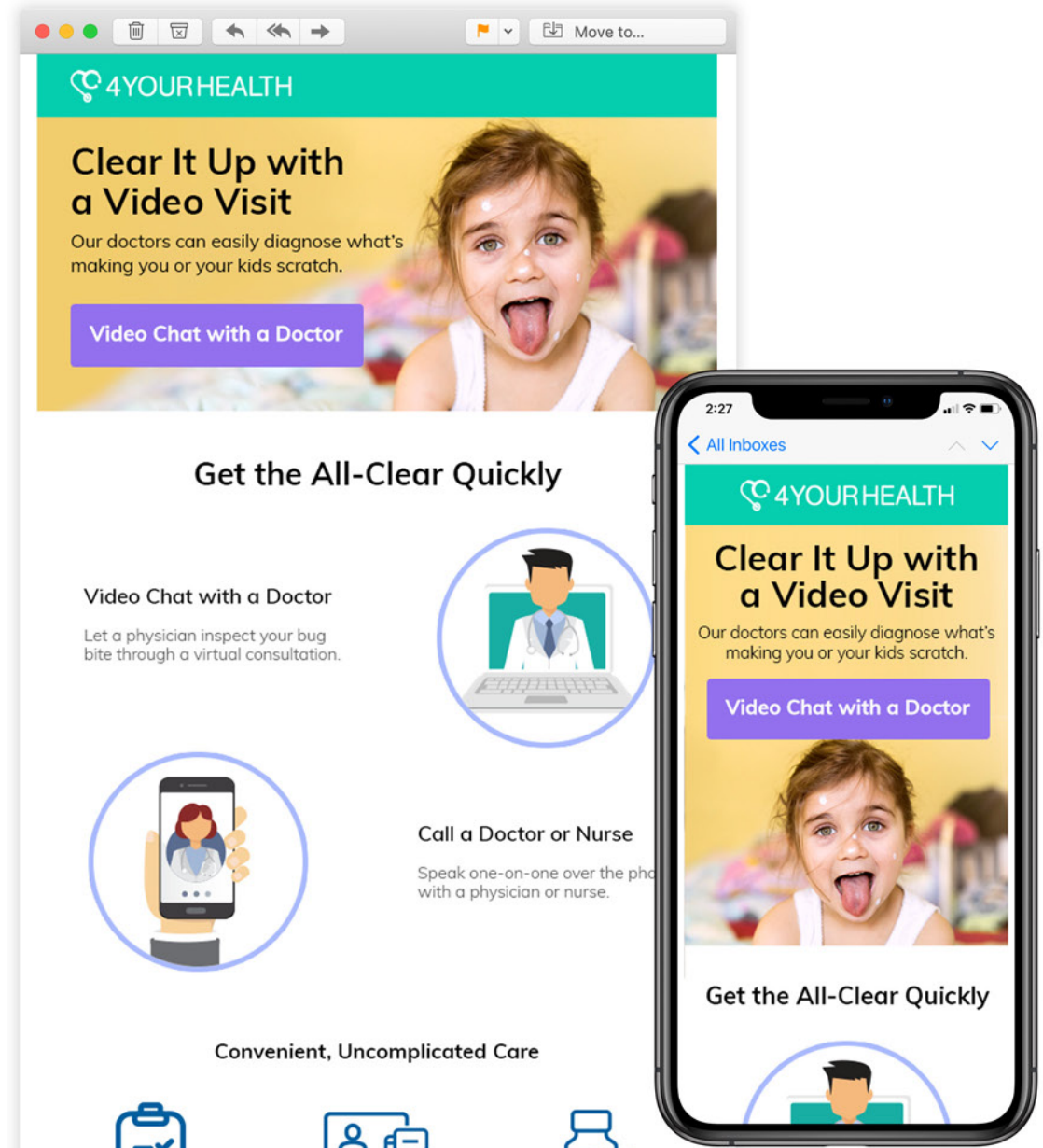
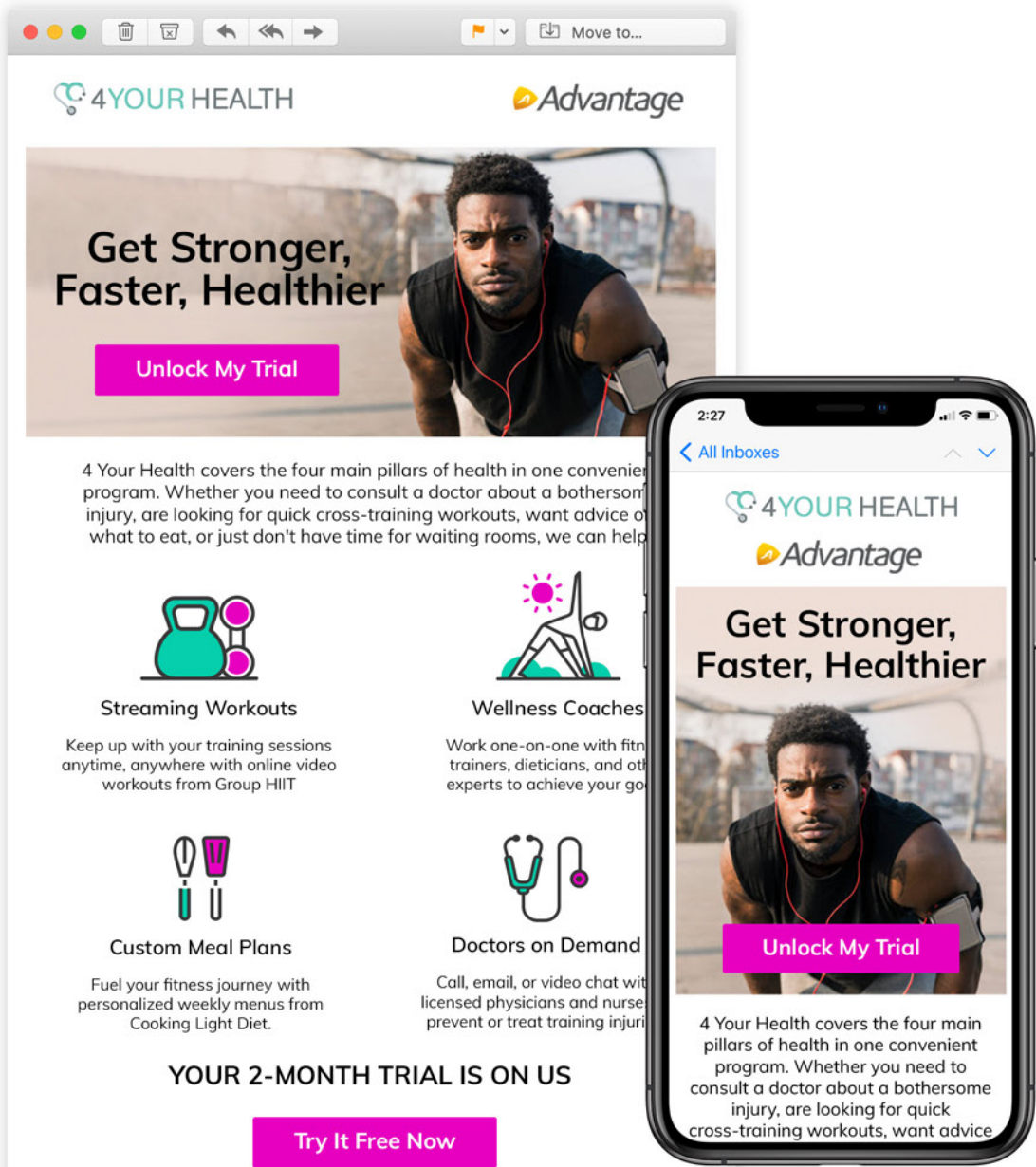
Travel + Leisure Family Club

A complete site redesign and re-architecture that I created for the Travel + Leisure Family Club Site.



4 Your Health Emails

A few examples from the many responsive emails that I designed and coded for 4yourhealth.com



Web Banners

I have designed hundreds of banners over the years. Here is a small sample of a diverse selection of my designs.

THE ANDROMEDA STRAIN
A TWO-NIGHT TELEVISION EVENT
PREMIERES MEMORIAL DAY 9/8C

Through this email only get \$1 shipping
on Andromeda Strain DVDs

SHOP NOW »

Offer ends 6/14

my life

Find Your
Quiet Place
with Mylife

DOWNLOAD FOR FREE

KILLER OFFERS!

JURASSIC FIGHT CLUB

AND EXCLUSIVE BUNDLES UP TO 50% OFF

SHOP HISTORY »

Are You REALLY
Listening To Your
Customers?

Schedule a demo of our
Voice of Customer solution
and we'll send you a
FREE pair of AirPods.

bizrate insights

Eat real food on the
Cooking Light Diet

Just because it's healthy, doesn't mean it can't
taste good. Personalize your meal plan today.
Low carb, vegetarian, gluten-free and
allergen-free options available.

Get Started

4YOURHEALTH

american family*

FALL HARVEST
Recipes

29
RECIPES TO
WELCOME
AUTUMN

Welcome autumn
with our FREE
Fall Harvest Recipes eBook

click here

my life

YOUR ANXIETY WILL
TOTALLY THANK
YOU FOR THIS

TRY IT FREE

SAVE
ON YOUR
FAVORITE
MAGAZINES

SUBSCRIBE NOW

Reduce Stress and Anxiety

"Alexa, open Guided Meditation."

Get started »

SUMMER

READING STARTS HERE

SHOP NOW

my life

YOUR ANXIETY WILL
TOTALLY THANK
YOU FOR THIS

TRY IT FREE

AXMEN

Pre-order Ax Men
Season 1 on DVD!

UP TO 40% OFF

OUR SELECTION OF
SUPERHERO DVDS!

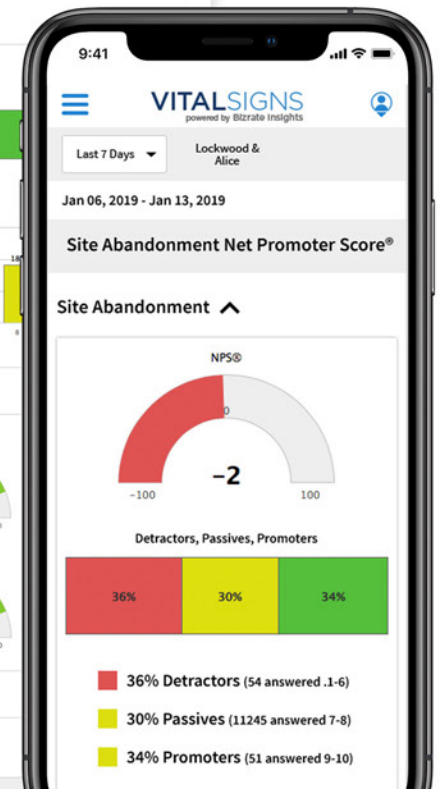
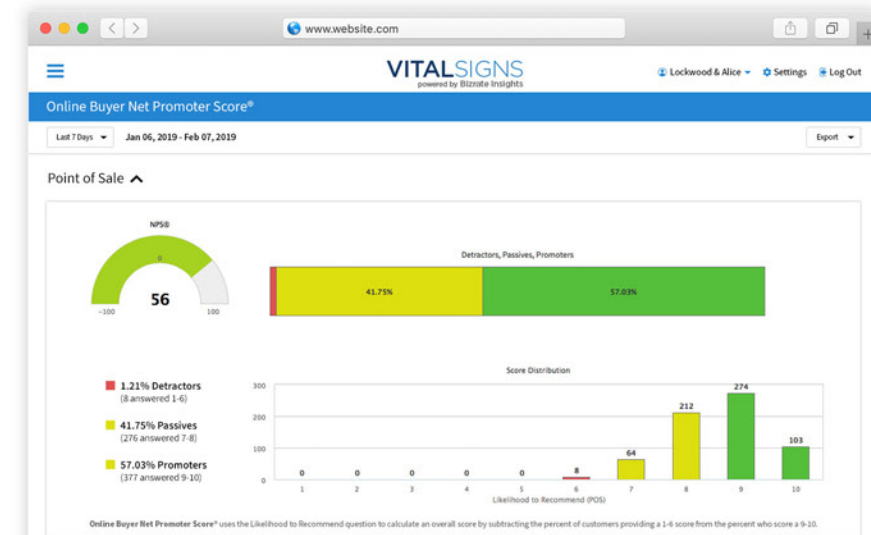
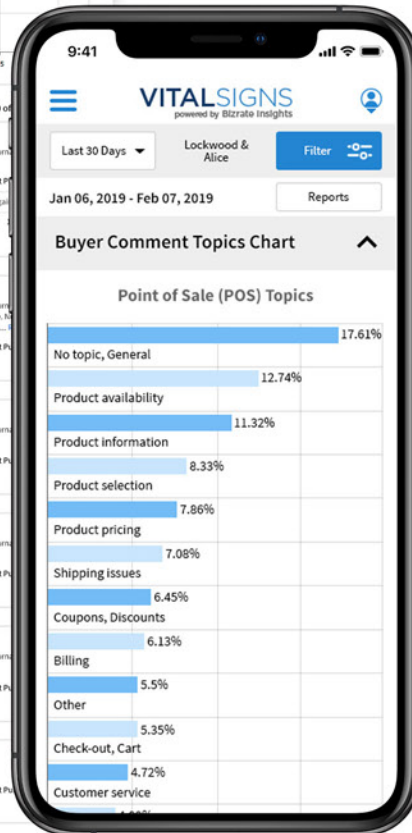
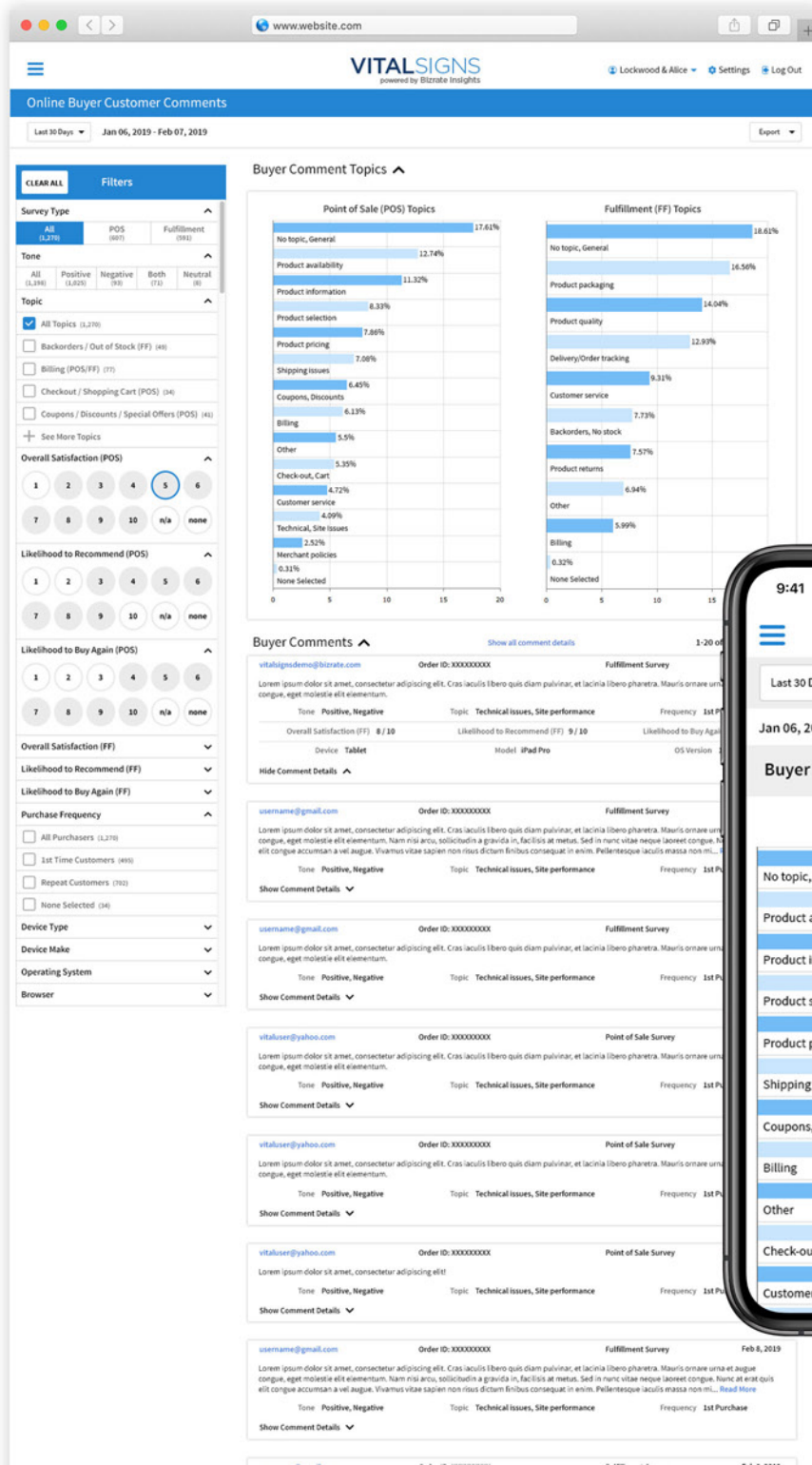
my life

FEELING
ANXIOUS?
TRY THIS.

DOWNLOAD FOR FREE

Bizrate Vital Signs

A few screens from an extremely complex responsive redesign of “Vital Signs” - a consumer data analysis and reporting tool.



Bizcoin Surveys Emails

An email journey that I created for BizCoin Surveys.



We Want Your Opinions

Your last chance to activate your account is quick approaching. On xx/xx/xxxx your account will be cancelled. Please activate your account today and complete a survey or download the app from the store to activate your account.

Activate Your Account Now



Download the Bizcoin App Now!





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Your Bizcoin Balance

Bizcoin Balance

2650

You're Almost There!

Only XXX coins away from a eGift Card!

Earn More Coins Now



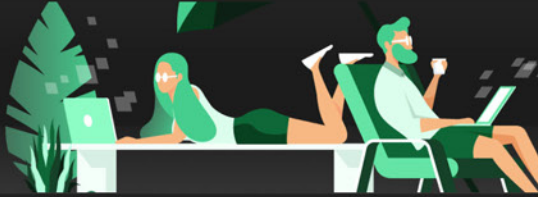
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Your Earning Potential Is In Your Hands

Want to maximize your earning potential? Don't forget the longer the survey the higher the earnings!

5 mins

Under 5 Minute Survey

Take This Survey

20 mins

Under 20 Minute Survey

Take This Survey

60 mins

Under 60 Minute Survey

Take This Survey

We do our best to estimate the duration of a survey, but actual survey time will vary by consumer.



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You're quickly on your way to earning your rewards. Your opinion matters, and that's why Bizcoin surveys rewards you every time you complete an online survey.

Click Here to Activate Your Account

To receive eGift card opportunities, activate your account now. Sometimes our mail may land in spam, please mark us as not spam if it does. Emails will come from surveys@bizcoinsurveys.com



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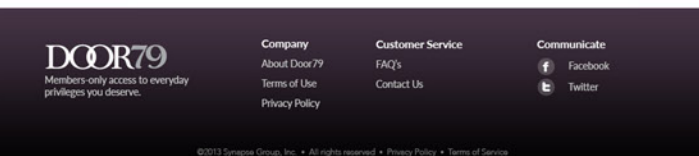
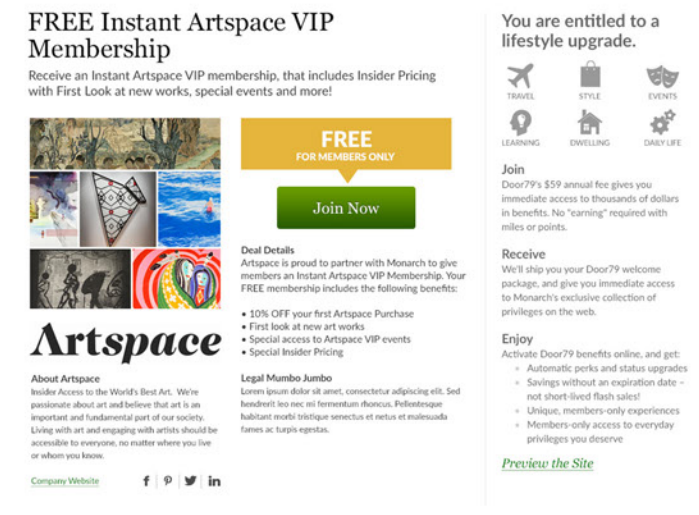
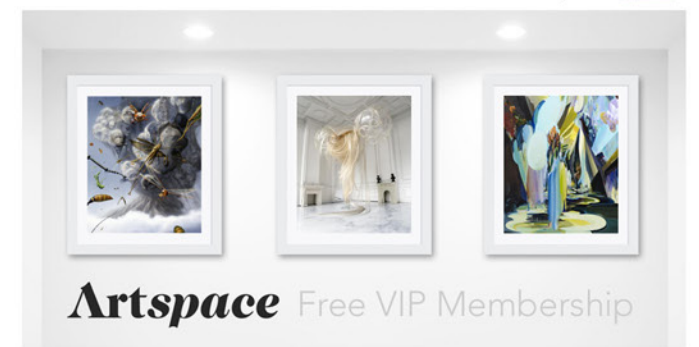
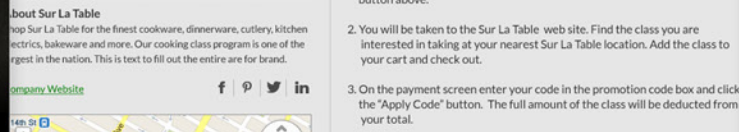
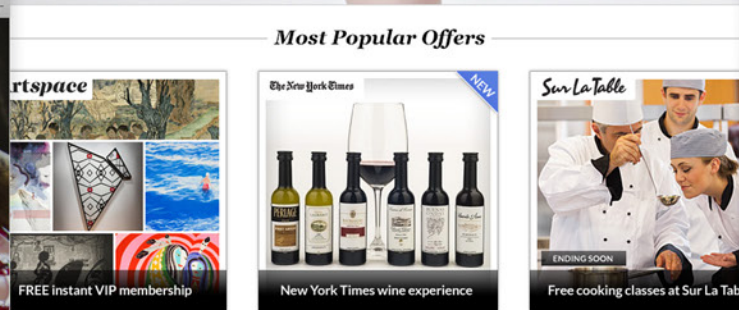
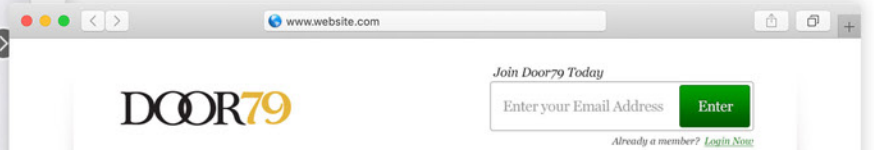
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Some examples from a refreshed email journey that I designed and coded for freebizmag.com

The image displays five overlapping browser window screenshots, each showcasing a different promotional offer from the website freebizmag. The windows are arranged in a collage, with some partially obscuring others, creating a sense of multiple offers available simultaneously.

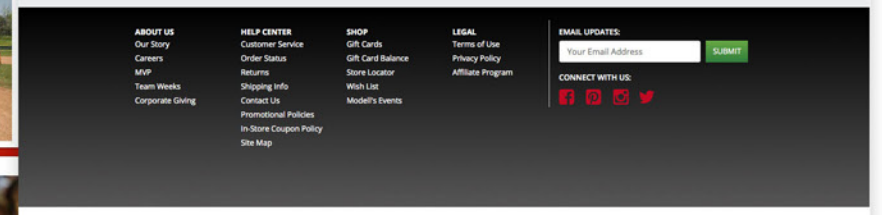
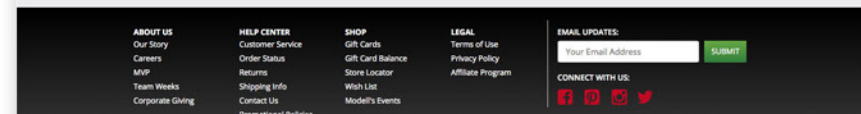
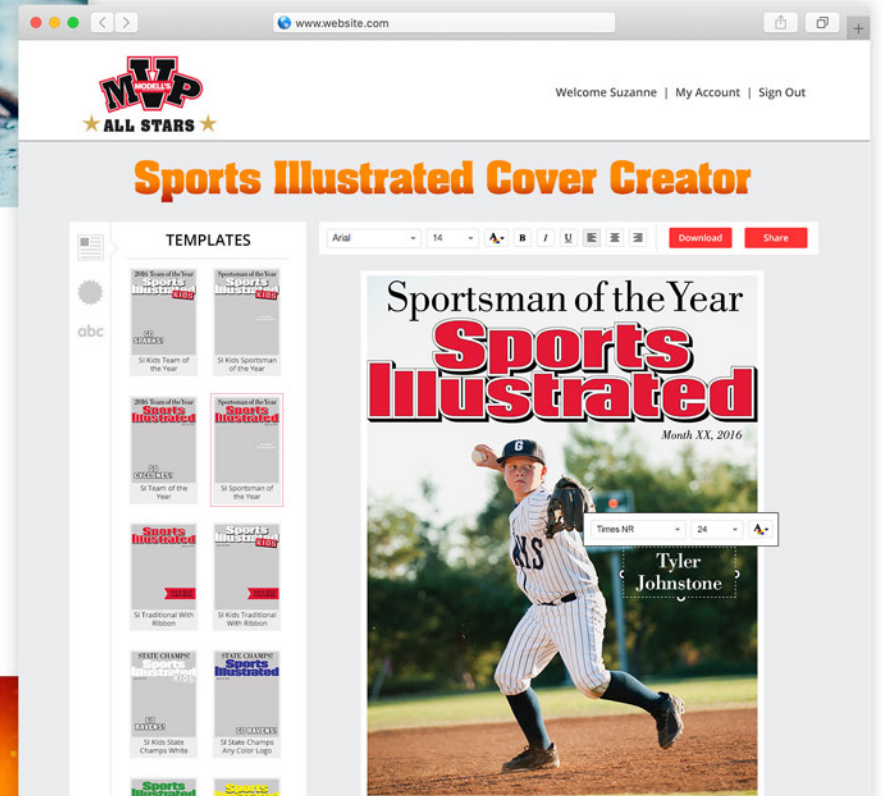
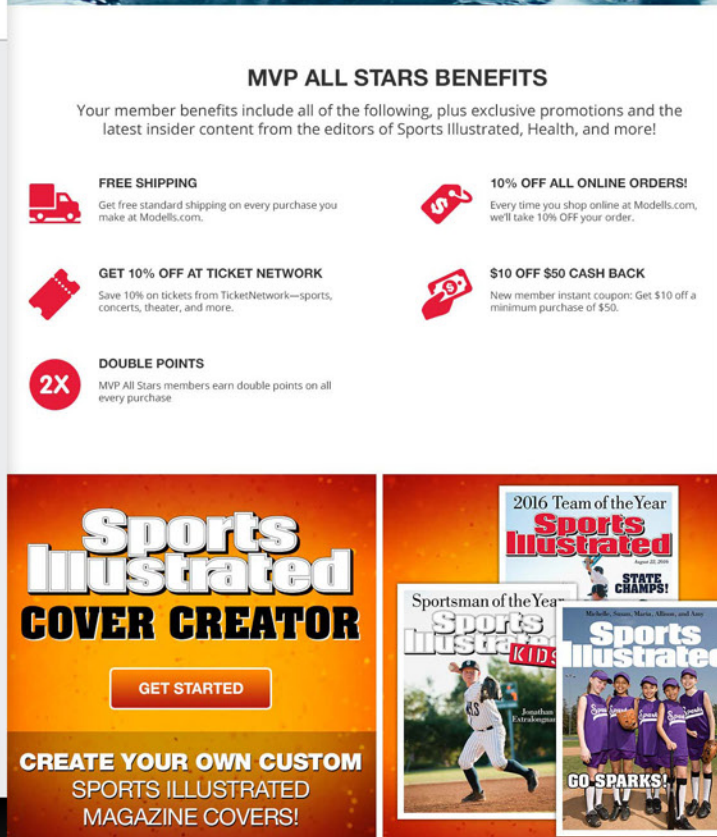
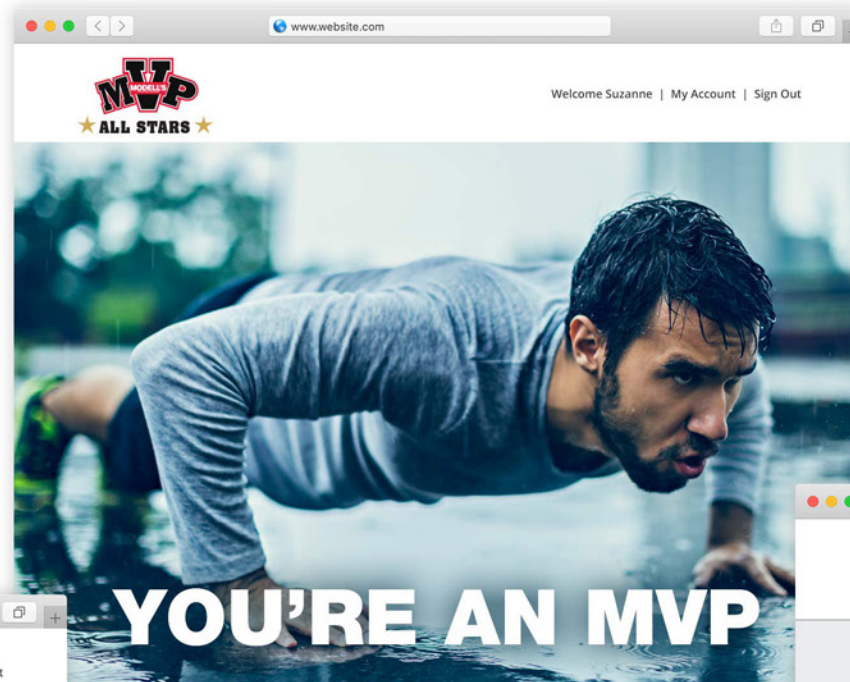
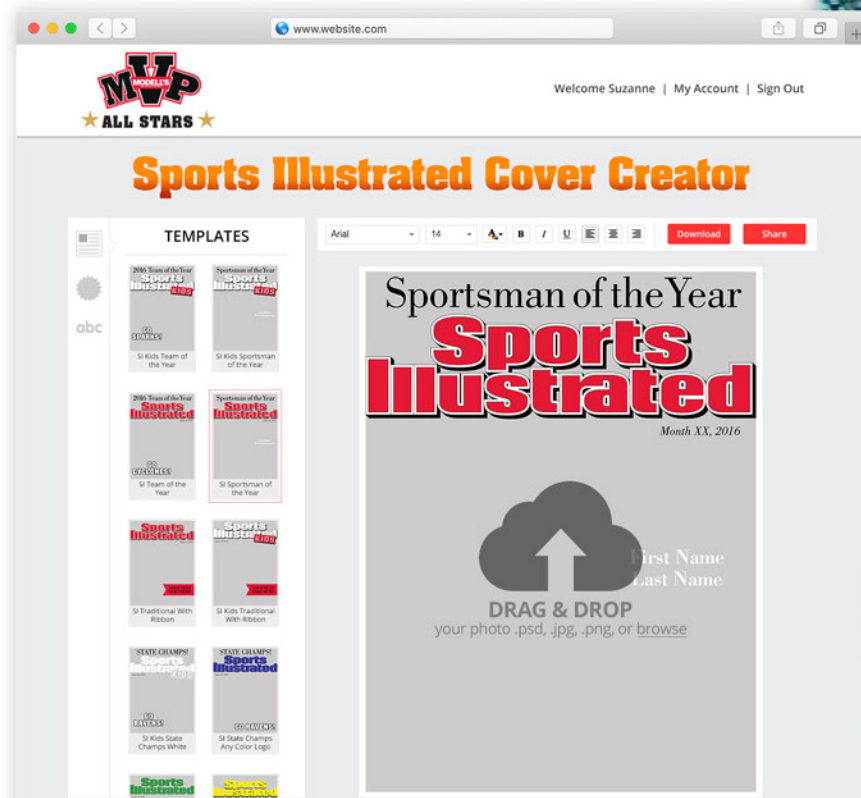
- Window 1 (Top Left):** Promotes a "Better Homes & Gardens" magazine subscription. It features the magazine's cover and a "GET YOURS NOW!" button. The offer is sponsored by the Healthcare Alliance.
- Window 2 (Middle Left):** Promotes a Dyson vacuum giveaway. It shows a purple stick vacuum and a "GET YOURS NOW!" button. The offer is sponsored by the Healthcare Alliance.
- Window 3 (Bottom Left):** Promotes a "Quilting Secrets A to Z" e-book. It shows the e-book cover and a "GET YOURS NOW!" button. The offer is provided by Meredith Corporation.
- Window 4 (Bottom Left):** Promotes a Microsoft Excel 2019 Basic Quick Reference Card. It shows the card and a "GET YOURS NOW!" button. The offer is provided by Meredith Corporation.
- Window 5 (Center):** Promotes an Amazon.com \$500 Gift Card Giveaway. It features a large Amazon gift card and a "GET YOURS NOW!" button. The offer is provided by Meredith Corporation.
- Window 6 (Top Right):** Promotes a complimentary "Eat Better for a Week: Paleo" e-book. It shows the e-book cover and a "GET YOURS NOW!" button. The offer is provided by Meredith Corporation.
- Window 7 (Bottom Right):** Promotes a chance to win a year of "my life" mindfulness app. It shows a smartphone displaying the app and a "GET YOURS NOW!" button. The offer is provided by Meredith Corporation.

Door 79 was a subscription based deal aggregation site. I was tasked with designing the site with as few pages as possible to save on development costs. I created offer tiles that slide open to minimize the amount of development.



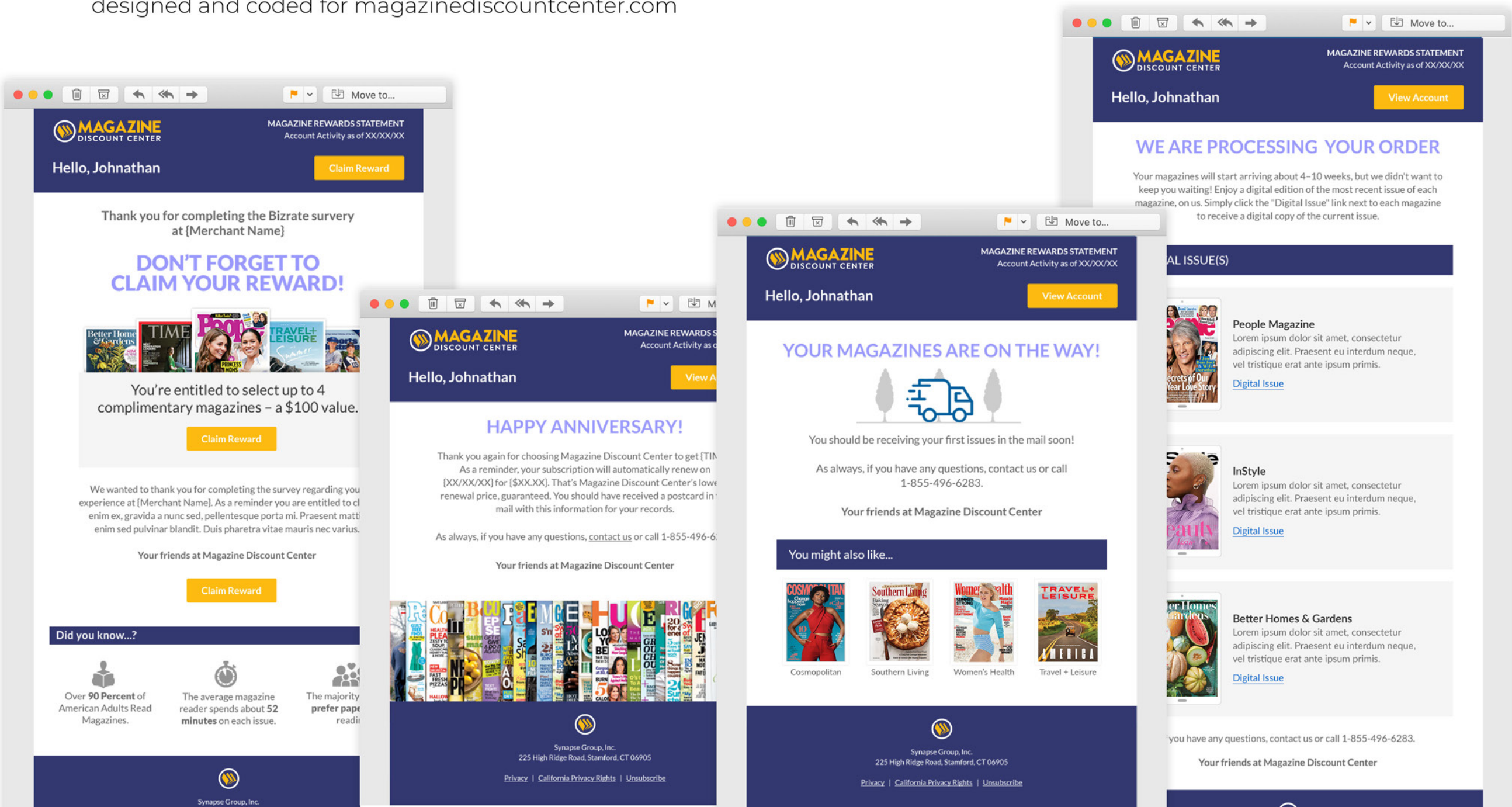
MVP All Stars

A fun project where I created a loyalty portal and the interface of a web application that allowed people to create their own custom Sports Illustrated magazine covers.



MDC Transaction Emails

A few samples of the transactional emails that I designed and coded for magazinediscountcenter.com



THANK YOU!

Thank you for taking the time to view my portfolio.
Please feel free to reach out if I can help you with
any of your design needs.

203 219 5426

tim@timmurphy.com