

**Eric Murphy**  
Graphic Designer

Info

Best selected  
work from  
2021/2022

Contact

ericmurphy.ai@gmail.com  
+1 (705) 716 4211  
Barrie, Ontario

Social

Instagram : @ericmurphy.ai  
Linkedin : Eric Murphy  
Behance : Eric Murphy



Portfolio.



# About



**Eric Murphy**  
Graphic Designer

**Email** : ericmurphy.ai@gmail.com  
**Phone Number** : +1 (705) 716-4211  
**Address** : Barrie, Ontario  
**Instagram** : @ericmurphy.ai  
**Linkedin** : Eric Murphy  
**Behance** : Eric Murphy

## Fueled by a passion for designing compelling visual graphics.

Hello, I'm Eric; a hybrid graphic designer based in Barrie, Ontario. Currently studying at Georgian College, I bring to the table valuable experience in developing design solutions optimized for web and print. Interested and experienced in both consumer and enterprise facing products, I enjoy problem solving from varying perspectives and always embracing new challenges.

### My Specialties

|                               |                                |
|-------------------------------|--------------------------------|
| Brand Identity & Logo Design  | Marketing & Advertising Design |
| Illustration & Apparel Design | Packaging Design               |

### Skills

|                   |                 |
|-------------------|-----------------|
| Adobe Illustrator | Adobe Photoshop |
| Adobe InDesign    | Adobe Lightroom |
| Adobe XD          | Procreate       |



# Brand Identity & Logo Design.

Avail Life Sciences  
Crystal Quartz Tarot





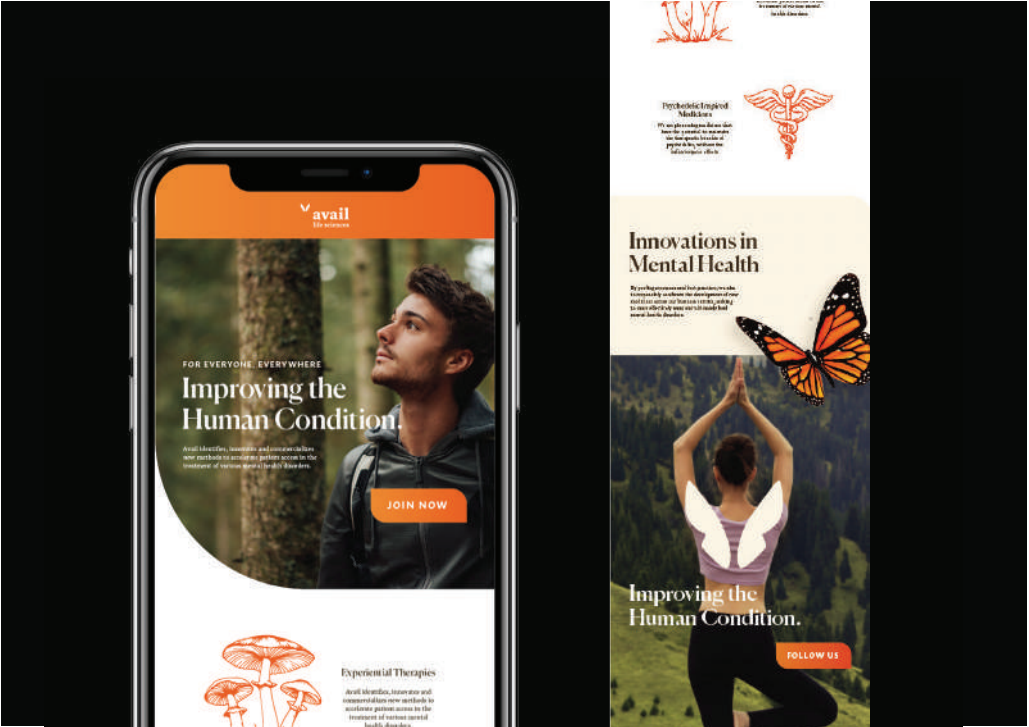
# Avail Life Sciences

---

## Brand Identity & Logo Design

This client project was assigned through my student placement to create a brand sprint for Avail Life Sciences; a research based company that aims to implement more accessible means of mental health treatment into our daily lives. This brand sprint as assigned to exercise art direction and give my placement host an opportunity to view my skill set.

This concept separates itself from the literal themes of psychedelics and neuroscience. The idea of using butterfly wings as the icon and logo is to highlight metamorphosis; a natural process in which the caterpillar becomes the butterfly. It demonstrates triumph and growth which should give patients an optimistic viewpoint when considering mental health treatments



|                 |                                |
|-----------------|--------------------------------|
| Type            | : Brand Sprint                 |
| Date            | : January, 2022                |
| Tools           | : Adobe Illustrator, Photoshop |
| Creative Fields | : Branding, Typography         |







# Crystal Quartz Tarot

## Brand Identity & Logo Design

Crystal Quartz Tarot is a metaphysical card reading service based in Burlington, Ontario. The idea was to separate this brand from traditional metaphysical and psychic designs which is accomplished by the modernized design and type.

The Crystal Quartz Tarot logo uses a crescent moon not only to shape a crystal ball, but to also feature a 'C' for crystal. The diamond shapes represent the geometric angle of a rose quartz tower, with each diamond shape to have an abstract approach to the letter 'Q'. A crystal ball stand was applied to the button for the logo, but may be removed for icon purposes.

**Type** : Non Commercial  
**Date** : February, 2022  
**Tools** : Adobe Illustrator  
**Creative Fields** : Branding, Typography





# Marketing & Advertising Design.

Practice

Clear Organic Market







# Practice

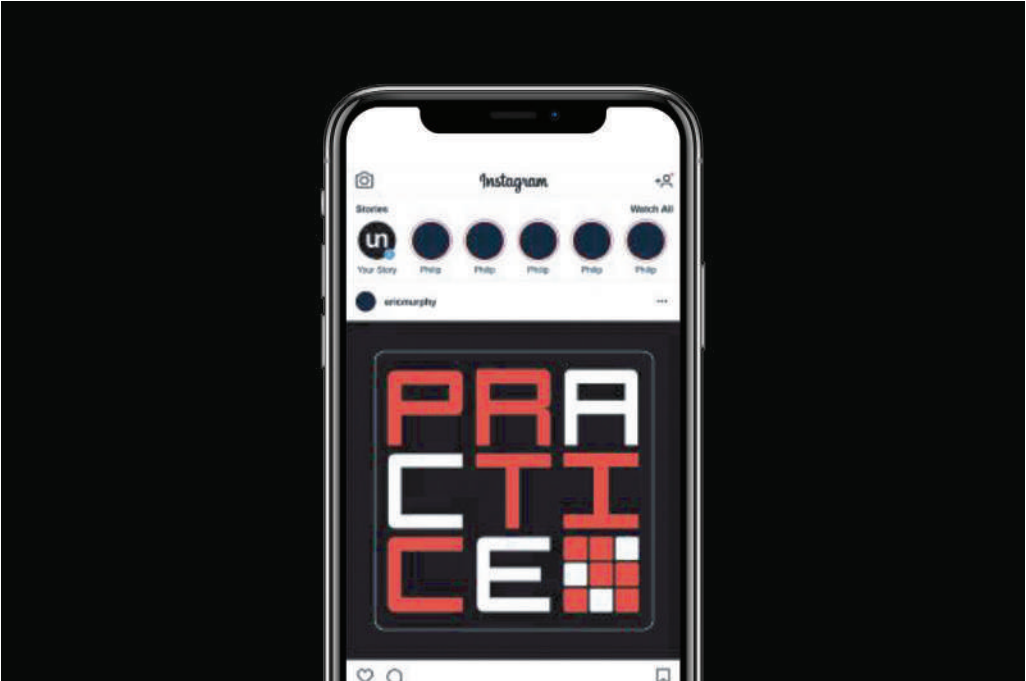
## Marketing & Advertising Design

The objective of this project was to design three poster designs for a mentoring campaign. This campaign was set out to provide advice to lower level graphic design students from the perspective and experiences of us final year students.

The word I selected was 'practice'. Anything can be taught and exercised; as long as you take the time to expand and work on your skill sets. Like a Rubik's cube design has endless solutions to solve a singular problem. Each poster was also required to be condensed into a social media format.

|                 |                                   |
|-----------------|-----------------------------------|
| Type            | : Non Commercial                  |
| Date            | : November, 2021                  |
| Tools           | : Adobe Illustrator, Photoshop    |
| Creative Fields | : Layout Design, Editorial Design |







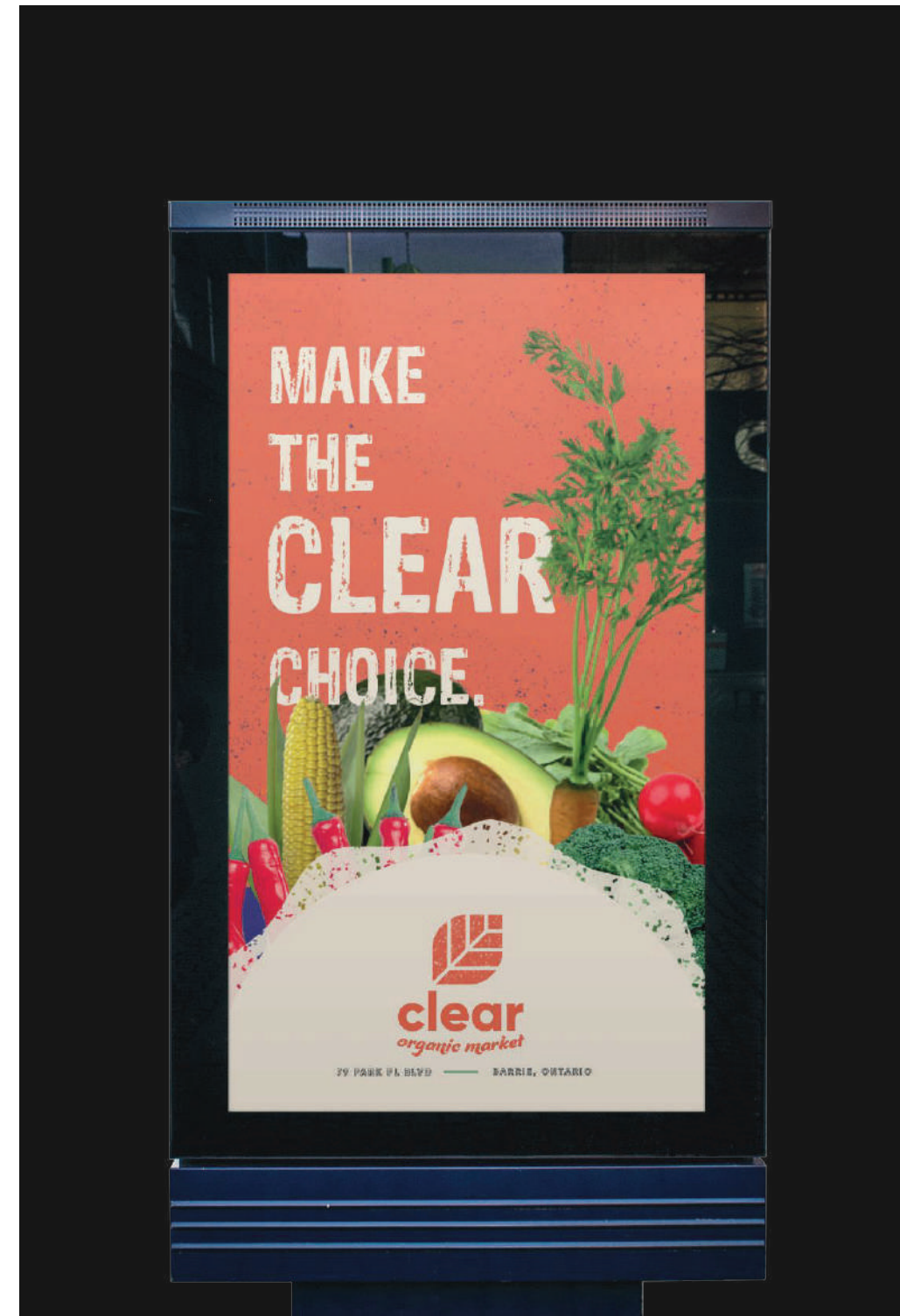
# Clear Organic Market

## Marketing & Advertising Design

This design was created to stand out from the health food competitors such as Whole Foods, Goodness Me & Farm Boy. The solution was to add a natural presence, catered towards a youthful audience.

Earthy in colourful tones help communicate the corporation's organic values. This fictitious organic market incorporates traditional grocery elements and modern graphics to create a clean, yet organic shopping experience. Pieces created were the logo, transit poster and direct mail pieces.

|                 |                                       |
|-----------------|---------------------------------------|
| Type            | : Conceptual                          |
| Date            | : October, 2021                       |
| Tools           | : Adobe Illustrator, Photoshop        |
| Creative Fields | : Layout Design, Branding, Typography |







# Illustration & Apparel Design.

Timber & Fins





## Timber & Fins

### Illustration & Apparel Design

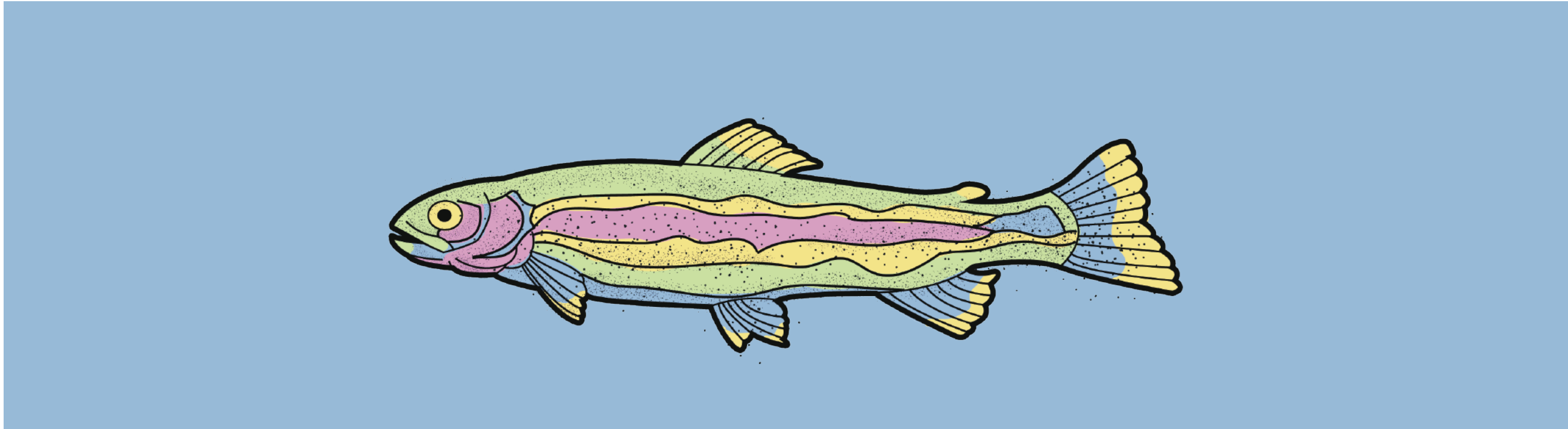
Each fish illustration was designed to support the official launch of Timber & Fins apparel collection. The Rainbow Trout (top image) and Atlantic Salmon (bottom image) were designed with the intention of being transferable and gender neutral.

The public response to each of these shirts are greatly positive. Both designs created have been kept as a permanent product on the official Timber & Fins website. Design is available on t-shirts, hoodies, crew necks and long sleeves.



|                 |                                           |
|-----------------|-------------------------------------------|
| Type            | : Commercial                              |
| Date            | : March, 2021                             |
| Tools           | : Adobe Illustrator, Photoshop, Procreate |
| Creative Fields | : Illustration, Branding, Typography      |











# Packaging Design.

Snake Bite



# Snake Bite

## Packaging Design

This project involved the creation of a brand identity for a fictitious hot case, including the creation of a label design. An overreprint effect was developed on the design, as well as indicating proper die lines and bleeds on the label design. The goal for this design was to give a wild west and deserted art direction, with the use of a bandanna pattern, textures and shapes.

Once the hot sauce branding and label were created, the sauce was then mocked up in a 3D format as a tool to demonstrate the product as if it was featured on a store shelf.

|                 |                                |
|-----------------|--------------------------------|
| Type            | : Non Commercial               |
| Date            | : January, 2022                |
| Tools           | : Adobe Illustrator, Photoshop |
| Creative Fields | : Branding, Typography         |



