

CATHERINE COLE-MURPHY

417 East 78th Street
New York, NY 10075

www.theflyingmurphys.com

1-917-716-3315
colemurphy@yahoo.com

ART DIRECTION — CREATIVE DIRECTION — DESIGN DIRECTION

Extensive international experience in both print and web, specializing in new magazine development and redesign, and upscale lifestyle branding. Focused on enhanced media and consumer attention with increased circulation and sales.

SKILLS AND ACCOMPLISHMENTS

Excellent typographic and design skills from concept to 4/color post production. Talented artist and illustrator. Enthusiastic and hardworking team player with drive and focus under pressure. Extensive photographic production experience in Europe and New York with multiple projects, both high-end editorial and advertising. Maintain quality under tight deadlines and budgets, from design inception to post-production. Work with celebrated photographers among them Harry Benson; Regan Cameron; Carlo Dalla Chiesa; Jean-Baptiste Mondino; Michael O'Neil; Andree Rau; Bettina Rheims; Michael Roberts; Matthew Rolston; Bill Silano; Isabel Snyder; Alice Springs; Mario Testino, Toscani, and many other talented photographers and artists including partner Francis Murphy. Have worked on publications with over 4.5 million circulation. Managed and recruited creative teams. Web development and e-commerce site development for boutique lifestyle clients in U.K. and U.S. with high-traffic consumer results. Ardent lover of the arts and an artist with gallery presence. Skills in all Adobe print and web software programs as well as Quark, Microsoft, HTML and CSS and video editing skills in Final Cut Pro. Fluent in French, Spanish and conversational Italian.

PROFESSIONAL HIGHLIGHTS

THE NEW YORK TIMES

Art Director

Present-2006, 2000-1998 [New York, NY]

Varied projects on a contractual basis for the newspaper and magazine including Daily and Weekend Arts, House & Home, Real Estate, Sports, Thursday and Sunday Styles, Dining, Women & Men's Health, Circuits, Home Design and Men's Fashion of the Times magazines. Supervisory and management responsibilities from design inception to final publication.

PLENTY MAGAZINE

Creative Director

2006-2004 [New York, NY]

Created new category environmental lifestyle magazine and website from prototype to national circulation of over 100,000. Oversaw all design, photography and production as well as conceptualizing stories for a new vision of environmentalism, adding a large dose of sex appeal and humor.

PAINT LIBRARY

Web design and development, e-commerce site

2004-2003 [London, England]

Creation of extensive website on a contractual basis for high-end paint and wallpaper company based in the U.K.. Web design and development, e-commerce and Flash special effects with complete color line and finishes matched and linked for customer direct purchase. Excellent customer response web traffic and large increase in sales.

LADIES' HOME JOURNAL

Art Direction, Redesign

2001-2000 [New York, NY]

Modernization plus staffing of new art department with improved design and image. Extensive photographic production oversight on both fashion, beauty and lifestyle shoots for covers and interior of magazine. Immediate increase in interest in the media and complements and prestige for the magazine.

THE FLYING MURPHYS CREATIVE STUDIO

Partner/Creative Director

Present-2000 [New York, NY]

Creative Studio providing web and print creative services to diverse international publishing and lifestyle-focused clients. E-commerce, development of new magazines, branding and identity as well as print marketing and advertising projects.

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EXPERIENCE HIGHLIGHTS CONTINUED

ANGELINE'S

Art Director

1997-1994 [Paris, France]

Avant-garde high-end fashion magazine based in Paris catering to the fashion and beauty markets in Europe in French with English translation provided. Oversaw design and photography and production and contributed conceptually to the content, establishing an irreverent but elegant view of current fashion trends. Created first unisex magazine with two covers, one male, one female on themed issues. Gained trend-setting status in Paris fashion world and made big media impact.

EDICIONES CONDÉ NAST

Art Director, Special Projects

1994-1990 [Madrid, Spain]

Developed and created new magazines, advertising, and promotion departments in native Spanish language. Oversaw and created *GQ* (originally *Vogue Hombre*), *Vogue Novias (Brides)* and advertising departments for *Vogue*, *Casa Vogue* and all Condé Nast Spain. Created special editorial supplemental magazines and produced extensive advertising and promotional award-winning campaigns among which were:

• Coca-Cola • Lancia • Opel • Renault • Mercedes Benz • Revlon • Dior • Estée Lauder • Major liquor brands

Original creative conceptual development from proposal and pitch to advertising client to production and final print.

ADDITIONAL CLIENT EXPERIENCE

Loewe campaign, Europe; Concept development 15sec. spot for EnC Clothing, South Korea; Art Director, *McCall's StarStyle*; New York; Art Director, *Jardin Des Modes*, Paris, France; Issue Beauty Issue for *Vogue*, Milan, Italy; Freelance Art Director *Harper's Bazaar*, New York; Freelance Art Director Grey Advertising, Hotel Intercontinental and Revlon accounts; Graphic design and illustration *Vogue U.S.*; Illustration *Vogue*, Britain; Cover art *El Europeo*, Spain; Design of issue of *Femme Magazine*, Paris, France; Concept development for promotional film for I.B.M., U.S.; Art Director, *Your Families' Health*, collaboration between Family Circle and U.S. News and World Report, New York; Art Director special celebrity issue *People Magazine*; Assistant Art Director and illustrator *Mademoiselle Magazine*, New York, NY; Gourmet Celebrity Cookbook, The American Cancer Society; catalogue, The Jewish Museum, New York.

EDUCATION, AFFILIATIONS AND AWARDS

Degree: Earned Bachelor of Fine Arts, University of Iowa, Iowa City, Iowa, U.S.A.

Continuing Education in Web Design and Development certificate, Special Education Grant, Mac Learning Center, 2002.

Member, The Art Students League, and National Academy of Art and School of Visual Arts continuing education.

First prize, Image. Jasmine Prize, International Fragrance Foundation, 1996.

Silver New Orleans Addy Award, Art Direction and Design with illustrations for a 36-page fall fashion catalogue.

Won award all-city scholarship, Des Moines Art Center, with college-level courses at Drake University begun at age 12.

ARTWORK AND EXHIBITIONS

An online portfolio is available online at www.ccole.com. Works are in various private and public collections.

ENDORSEMENTS AND PRESS

"The Ladies' Home Journal redesign is a thousand times better, it's a lot more contemporary...it looks like it could be coming out of Conde Nast" Carol McDonald, VP/Print Media for DDB/Needham

"A joy to work with, and your creativity, flexibility and team spirit were unparalleled." Sally Koslow, Editorial Director

"Imaginative and talented designer with a very unique style..." Milton Glaser, reknown graphic artist

"Natural energy, talent and enthusiasm, along with a drive and love of the challenge of hard work. Her artistic talent and interests bring a broader vision to her commercial work." Anthony T. Mazzola, Editor-In-Chief, Harper's Bazaar

International Herald Tribune, Americans In Paris

MediaWeek, New Magazine launch *McCall's StarStyle* and redesign of *Ladies' Home Journal*