

JOHN MURPHY

14539 Warwick	Detroit, MI 48223	United States
T: 1.313.506.8332		E: j_murphy95@hotmail.com
CITIZENSHIP: UNITED STATES		

EDUCATION

College for Creative Studies Detroit MI. 1996 - 2002 BFA Industrial Design
- Product
- Minor In Communication Design

Detroit Catholic Central High School Redford MI. 1991-1995
- College Prep.

EXPERIENCE

2010 - Current Senior Creative Designer/UI Designer, General Motors - North American Design, Warren, MI
As a lead creative designer in the Branded Component Studio my role is to develop interior component designs for all of General Motors branded components. These products include instrument clusters, centerstacks, and steering wheels. My other role within the studio is to develop GUI interfaces for the Chevrolet, Buick, and GMC brands and develop behavioral framework strategies for the various interfaces.

2001- Current Principal / Owner, Space and Plane Designs LLC - Design and Consulting, Detroit, MI
Founded Space and Plane Designs, a product development organization dedicated to providing industrial design services for the automotive, consumer product, and furniture industries.

2002-2008 Senior Industrial Designer, Ford Motor Company - North American Design, Dearborn, MI
Develop interior design work on Ford, Lincoln, and Mercury brands including execution and follow through of components from concept to production while meeting cost, timing constraints, brand DNA and product identity. This process included generating hand sketches, 3D surfacing and renderings. Oversaw model makers to create concept and feasibility properties. Mentored junior designers on executing the right design for the appropriate brand and within program timing.

Senior Industrial Designer, Product Design Studio / 2007-2008
Responsibilities included cluster design (3D surface and 2D interaction screen development), center stack (GUI design), and exterior nomenclature. Worked with ergonomic engineers to contain daytime and twilight legibility and feasibility concerns due to new luxury cluster materiality (in association with Color and Trim Group) and create user interface screens based off of market research data and end-user needs. Led the creation and cooperative production development with international and domestic suppliers of Ford Motor Company's SHMI line of clusters

- 2011 Ford Edge MYFord Touch and Lincoln MKX MYLincoln Touch, Lead Product Designer.
- 2011 Lincoln MKT, Interior and exterior theme design support.

Contributed on establishing form language of IP and exterior themes and helped create the new product identity of the Lincoln brand and establishing it's new DNA for future products

Senior Industrial Designer, Graphic Design Studio / 2002 - 2007

Led development team of design engineers, marketing teams, and suppliers to ensure that interior components are executed to its design intent with a high quality of craftsmanship. Shepherded the work of math modelers, model makers, and trim shops building inside/ outside property builds for executive level reviews. Presented interface designs for internal reviews within corporate design and with Design Directors. Signed-off on production tools after detailed review of supplier data and creating hard model properties to ensure design intent.

- 2011 Ford Edge and Lincoln MKX, Lead Product Designer
- 2010 Ford Taurus, Interior theme design support
- 2009 Ford FLEX, Interior theme design support
- Next-Gen Nav. 3D Interface, Ford Flex & Lincoln MKS

Gathered market research data of the Ford Fairlane and MKS Showcars to create new GUI's for upcoming programs (D471 and D385). Persuaded design managers and negotiated with program teams to go forward with specific interface designs that followed brand identity. Created user scenarios for future products by using design briefs created by Ford's Global Branding Studio.

Industrial Designer, Graphic Design Studio / 2002 - 2007

Led creative development from concept to production of interior and exterior nomenclature in addition to graphic designs proposals for cluster dials for the Ford, Lincoln, and Mercury brands. Worked closely with senior designers and interior studios so that graphic proposals were in-line with interior themes and brand identity. Established close relationships with studio engineers, marketing groups, and program management with weekly presentations (AST) of the development process.

- 2008 Ford Taurus, Interior theme design support
- 2007 Lincoln MKR Showcar, Lead Product Designer
- 2006 SYNC Branding Campaign, Lead Designer
- 2005 Mercury Montego, Interior theme design support.

2002-2002 Junior Industrial Designer, Harbor Industries, Spring Lake, MI

Responsibilities included designing kiosks for various clients. Coordinated with team engineers, designers, and marketing groups to develop and execute applicable design details, graphic artwork, and models for our clients.

- Microsoft, Lead Designer
- New Balance, Lead Designer
- Shaw Flooring, Lead Designer
- Home Depot, Lead Designer

2000 Summer internship at Steelcase Inc. (Wood Division) Grand Rapids, MI

SKILLS

- Automotive Product Development Process
- Brand DNA
- Product Design
- Graphic Design
- Interaction Design/ UI
- Research & Brainstorming
- Model Making
- Foam and Clay mediums
- 2D Rendering and Sketching abilities
- Adobe Illustrator
- Adobe Photoshop
- Studio Tools/ Alias

GROUPS

- IDSA
- Designers Accord
- Design West Michigan
- Detroit Young Professionals
- Motor City Audi

INTERESTS

Golf, scuba diving, karting, F1, wakeboarding, Detroit Tigers baseball, fly-fishing, mountain biking, traveling, back country skiing, mountaineering, all types of music, and 1970's Burt Reynolds films

BLOG

www.designwaffle.blogspot.com

WEBSITE

www.detroitautoart.com