ANTHONY MURTHA

murthmade.com

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Skills

Adobe CC, CNC / Laser Operation / Programming, Design Processes, Presentation Design, Digital / Print Media, Research / Development, Branding / Strategy, Design Collaboration / Facilitation

Education

Kendall College of Art and Design

BFA Collaborative Design / Minor Functional Art | 2018

Worked with various local and state organizations to develop feasible and sustainable solutions to their various project parameters.
Planned, Organized, and Contributed to two Exhibitions.
Founded Kendall College of Art and Design's first Veteran Artist Network.

Experience

RAYN Technology

Technical Designer | 2019 - Current

Specific duties as technical designer was focused on the development of custom surface decorations based on design briefs provided by various OEMs engineered to be cost effective and high-volume manufacturing applicable while ensuring that products meet brand standards. Facilitating design-collaboration with OEM design teams on all issues throughout project. Identified potential problems within development process and followed through to ensure all issues are resolved prior to scheduled releases.

Other duties include:
- Brand / Style guide development
- Website Maintenance and Development
- Creation of Digital/Print Advertising
- Marketing Strategy
- Market Research
- Research and Development (Materials and Technology Applications)

Advanced Laser Cutting Technology

Technical Designer | Fall 2018 - Fall 2019

Technical Design and Coding for CNC milling and Laser cutting of wood according to customer specification. Custom Design of similar projects. Technical Illustration. Product development, Website and online presence management, Customer relations, Inter-organization collaboration, and team facilitation.

- Brand / Style guide development
- Website Maintenance and Development
- Creation of Digital/Print Advertising
- Marketing Strategy
- Market Research
- Research and Development (Materials and Technology Applications)

Achievements / Accomplishments

Style Guide – RAYN Technology

Develop standard for Brand based on existing Logo for use by all sales and design personnel to present a more design-minded, sophisticated look and personality.

Pattern Catalog – RAYN Technology

Design and Layout of RAYN's first standardized and categorized catalog of surface decoration options and created coding/naming system of organization for distribution to potential customers and existing. This document successfully created a method of quick reference for client/RAYN communications and quicker sample turnarounds.

Code/Naming Convention – RAYN Technology

Develop standardized categorization for patterns in order to enhance efficiency and turnaround time of sample production and cut down project timelines.

Design Brief Responses – RAYN Technology

Created RAYNs first formal design feedback documentation system for better customer/RAYN collaboration and communication outcomes.

Advertising – RAYN Technology

Designed one-page Ads illustrating RAYNs Unique offerings and services to various OEMs. Provided critical marketing tools for salesforce.