

Portfolio: kassmmurphy.wixsite.com/kassidy-marie-design

LinkedIn: www.linkedin.com/in/kassidymurphy

Kassidy Murphy

Graphic Design & Creative Advertising

610-680-8816 | kassmurphy@outlook.com | Phoenixville, PA

EDUCATION

B.A., Media Arts and Design – Creative Advertising; Minor, Music Industry

December 2026

James Madison University – Harrisonburg, VA

Spring-Ford Area School District – Royersford, PA – Graduated with Honors, GPA 3.7

CORE SKILLS

Graphic Design & Branding Design • Multi-Media Content Creation • Copywriting & Alt-Text • Creative Directing & Strategizing • Visual Storytelling

AWARDS

Student Silver Addy – Film, Video & Sound / Audio-Radio Advertising

February 2026

American Advertising Federation of Roanoke

- Recognized for “Rocktown Bicycles Has Got It Nailed,” a student radio/audio advertising campaign.

CREATIVE & DESIGN EXPERIENCE

Democracy Fellow Media Specialist

April 2026 - Present

Madison Center of Civil Engagement, James Madison University

- Research and develop student- and non-student-facing social media strategies based on emerging trends in higher education.
- Design media content including graphics, posters, and short-form videos; edit department podcasts pre/post-production.
- Used skills of copywriting, post curation, alt-text writing, and the content calendar; review analytics to inform strategy.

Logo Designer

July 2024

The Mayor Salon – Royersford, PA

- Designed the salon’s primary logo, now used across in-salon signage, marketing materials, and branded merchandise.

Graphic Design Internship

January. – May 2024

College of Visual and Performing Arts, James Madison University

- Performed the full range of tasks expected of a working graphic designer, from concept development to final files.
- Built working knowledge of professional design processes, policies, and best practices, applying classroom skills in a real production environment.

Camp Counselor & Coordinator

June 2024

James Madison University, College for Kids

- Designed and taught a “Designers in Training” curriculum, introducing kids to graphic design fundamentals through hands-on activities.
- Independently managed a classroom and coordinated schedules and activity transitions.

ADDITIONAL EXPERIENCE

Member Services

June 2025 - Present

Planet Fitness – Collegeville, PA

- Greet and onboard new members and respond to member questions in a fast-paced, customer-facing environment; CPR certified.

Sales Associate

June - December 2023

Drybar – King of Prussia, PA

- Designed graphics and visuals for Drybar King of Prussia’s Instagram, boosting reach 343.9% in 90 days.
- Delivered client-centric service and managed the reservation system, rebooking clients by name with a focus on satisfaction.