



MURRAY HENSON

Designer + Illustrator + Art Director



My name is Aaron Murray Henson. But please, call me Murray. I'm a DFW-based graphic designer, illustrator, and art director. I believe a truly creative person wears many hats, and through my professional and freelance work I have endeavored to diversify my creative output. I have worked on client-side and agency-side, where my creative and strategic experiences have ranged from the tactical (package design, shopper/POS, event/experiential) to the digital (email/web/digital/mobile/in-app).

PROGRAMS



SKILLSET



**I can drink more coffee than anyone you know, I have a formidable lapel pin collection, and I can wiggle my eyebrows independent of each other.*

WORK HISTORY

2018 - 2020, TGI FRIDAYS CORPORATE

Title: Email/Digital Designer

Function: Visual direction and design of numerous digital marketing components, including email, mobile push/in-app, web graphics, landing page, and interactive design.

2016 - 2018, THE MARKETING ARM

Title: Junior Art Director

Function: Marketing strategies and campaign ideation for retail/shopper clients, focusing on shopper engagement. Designing toward marketing objectives using in-store/packaging/web communication elements, as well as non-traditional/experiential strategies.

Summer 2016, RICHARDS GROUP

Title: Intern, General Creative

Function: Digital marketing strategies and creative for DPSG. Including web, mobile, in-app, social, and interactive media.

2015 - 2016, PAGE AGENCY

Title: Contractor, Art Director/Designer

Function: Development of digital marketing content for web and social. Event branding and design. Business branding and design.

EDUCATION

UNIVERSITY OF NORTH TEXAS (2012-2016)

BFA in Communication Design, Marketing Minor