

Seamus “Shea” Murphy

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EDUCATION

CORNELL UNIVERSITY

Completed May 2020

B.A. INFORMATION SCIENCE

- Concentrations in User Experience and Digital Cultures and Production; Minor in Music
- Relevant Coursework: User Experience Research, User Experience Design, User Interface Design, Human-Computer Interaction, Programming, Data Driven Web Applications, Web Design, Networks, Rapid Prototyping

PROFFESIONAL EXPERIENCE

AMERICAN CHEMICAL SOCIETY

August 2023 – Present

WEB DESIGNER

- Designs and maintains the digital layout for Chemical & Engineering News, a leading industry magazine with a subscriber base of 90,000
- Spearheads digital production for major features like Year in Pharma, Global/US Top 50, and World Chemical Outlook
- Creates dynamic web graphics, interactive visualizations, and digital elements for weekly cover articles and features
- Develops and implements innovative visual strategies for digital content, enhancing the user experience and increasing engagement among new target demographics
- Collaborates with the editorial team to align digital content with the magazine's visual and editorial standards while leading the transition to a digital-first production process
- Ensures web content is optimized for all devices and platforms, maintaining a high standard of accessibility

WASHINGTON MEN'S CAMERATA

April 2023 – July 2024

WEB DESIGNER

camerata.com

- Designed, coded, and styled a responsive website for a performing arts organization to facilitate merchandise and ticket sales, secure logins for members, and new member recruitment
- Set up and managed hosting and databases to ensure reliable and efficient website performance
- Fully integrated Shopify into the site using the JS Buy SDK, streamlining the e-commerce experience for users
- Implemented a digital ticketing system, enhancing user convenience and efficiency
- Enhanced keyword search engine optimization by refining website structure and content, increasing online traffic
- Developed and implemented custom web solutions for lead generation, including audition and contact forms
- Established a testing environment to facilitate seamless future updates and testing

SLCG ECONOMIC CONSULTING, POTOMAC ANALYTICS

May 2021 – August 2023

WEB DESIGNER

slcg.com | potomacanalytics.com | theinvestorsadvocate.com

- Designed, coded, and styled three responsive websites from scratch as the sole web designer on staff
- Implemented SEO best practices and optimized website structure and content, increasing online traffic by over 100%
- Created five data-driven web visualizations and searchable databases for internal projects and clients
- Designed 30+ professional branded materials and templates, including a brand identity for Potomac Analytics
- Provided in-site lead generation opportunities for potential customers and employees through custom job application and contact form implementation
- Spearheaded knowledge transfer training project, producing videos and written tutorials to increase employee retention

QUADIO MEDIA

May 2019 – August 2019

ARTIST RELATIONS INTERN

- Recruited 100+ student artists and producers and completed 50+ one-on-one video calls to gather user feedback
- Compiled research and presented 60-page deliverable on student artists, music venues and labels, and university milieu
- Created wireframes for UI/UX enhancements with Adobe XD, viewable [here](#)

CERTIFICATIONS

ECORNELL DIGITAL MARKETING CERTIFICATE

Completed November 2020

CORNELL JOHNSON SCHOOL OF GRADUATE MANAGEMENT

SKILLS

LANGUAGES: HTML5 • CSS3 • JavaScript • jQuery • PHP • SQL • Python • Java • C • C++

DIGITAL DESIGN: Figma • Sketch • Balsamiq • Adobe Creative Suite • Fusion360

VIDEO + AUDIO EDITING: Final Cut Pro X • Logic Pro X • FL Studio 20 • Audacity