

DEREK MURRAY

Creative Production Leader · Applied AI in Enterprise Pipelines

Orlando, FL · derek@wecandothat.co · 813-703-5733 · wecandothat.co/derek · linkedin.com/in/mediaderek

01 · SUMMARY

15+ years in design, the last five at Prezent, an AI communication platform for biopharma. I was the founding creative hire and built the brand and the design system from zero. Most of that work was production: putting generative tools into live campaigns without losing the human review that regulated work depends on, then handing the workflow to the team so it ran without me. Before Prezent I built the presentation system a Fortune 100 IT distributor ran in 100+ countries.

02 · PORTFOLIO

wecandothat.co/derek · brand systems, campaign work, and executive presentation that shipped at scale. The Prezent brand, start to finish: wecandothat.co/prezentcasestudy

03 · SKILLS

Practice: enterprise creative production, generative AI in live campaigns, and workflow design.

Governance: brand systems and the med-legal review gates I plan around.

Tools: Firefly and ComfyUI for generation, Runway for motion. Figma and Creative Cloud for design. Claude and Gemini for the agents I write.

Also on the bench: Midjourney, Flux and Sora. I pick per brief, and rights clearance decides as often as look does.

04 · BUILDS

Ad Replicator

Prezent · built in Gemini

- Five master templates in, 700+ finished ad variations out. The run took 3 designers six hours a day for a week; it now takes one designer an hour. That is \$140,400 a year of design labor down to \$1,560.

Governed generation pipeline

Prezent · Claude, ComfyUI, Runway

- Chained so a brief goes in and production-ready assets come out, with a named reviewer signing every frame before release.

DesignOS

Prezent · built in Claude

- An agent that holds brand rules, voice and templates, so designers ship on-brand without routing every decision through me.

Global presentation system

Tech Data

- One template system localized across 100+ countries, plus a self-serve portal that cut a two-day request queue to a download.
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05 · EXPERIENCE

Director, Design & Brand

Prezent (AI communication platform for biopharma and life sciences), remote · April 2025 - July 2026

- I owned creative direction and the design system, and I presented the work to executives myself.
- I did the generative work myself. I prototyped the workflow on a live campaign before anyone else touched it, and Firefly did the stills that shipped into brand work. A shot that would have been a reshoot became an afternoon.
- The same pipeline ran everything we shipped, from a paid social test to the annual keynote.
- I ran the adoption myself: workshopped the team through the workflow, wrote the operating rules and the review gates, then handed it off so it ran without me.
- I led a team of 10+ across design, video and web, including dotted-line and contract designers. Grew it

from one.

- I led the 2025 rebrand: new wordmark, new palette, and separate marks for Lite, Standard and Pro. The site and the launch film came out of the same pass.
- Every funding round the company raised went out on this brand and these decks.
- Produced 'Think Deeply, Speak Simply,' the company podcast: 30,000 monthly listeners across 110 countries, no media budget.

Director, Event Operations (concurrent internal appointment)

Prezent · January 2025 - July 2026

- I ran end-to-end production for the corporate event portfolio: trade shows, executive dinners, and the annual flagship conference.
- I held the budget and negotiated the vendors.

Art Director (founding creative hire)

Prezent · March 2021 - April 2025

- Built the full brand identity and visual system from zero, then scaled it across product, marketing and events in four verticals.
- Built the template system every deck came out of, internal or external. That is what made it possible to turn a deck around in one to three days while the headcount tripled.
- Designed the creative workflow, brought junior designers up, and ran the agency and freelance bench.
- Produced and edited product-marketing and case-study films, from script to final cut.

Creative Director

East Coast Believers Church, Oviedo, FL · September 2018 - September 2020

- Led a 6-person team across design, web and live production, covering two campuses and seven departments. Ran organic social to 18.3% engagement on 7,000 followers.
- Produced a 5,000-person community festival from scratch: vendor contracts, city permits, and traffic plans.
- Built 3 audience-segmented web portals, weekly giving up 20% in five months; the mobile app moved 80% of giving to digital.

Lead Social Media Manager

Chatter Buzz, digital marketing agency, Orlando, FL · May 2017 - February 2018

- Led the team managing 45+ social accounts across 15 corporations; selected by Facebook to pilot multi-location content with Rent-A-Center and Weichert Realty. About 2% engagement lift.

Senior Presentation Specialist

Tech Data Corporation (Fortune 100 IT distributor) · August 2014 - February 2017

- Executive creative for 8 C-level leaders: quarterly reports, shareholder decks, and live keynotes for audiences of 5 to 1,000.
- Coached the C-suite on keynote delivery.

Social Media Marketing Manager

Hermann Engelmann Greenhouses ('Exotic Angel Plants') · August 2013 - August 2014

- Grew the national consumer plant brand: 8K+ followers, 18K+ email subscribers, 25K monthly site visitors. Page views up 20%, shares up 30%.

Founder / Creative Lead (part-time, concurrent with staff roles)

DTX Studios / MediaDerek, full-service digital agency, Orlando, FL · October 2010 - January 2025

- Ran a full-service digital agency on client retainers alongside and between staff roles. Clients kept renewing.
- Delivered 8 websites (30-70 pages each) in 4 months for Marketopia on 14-day turnarounds.
- Storicare / AT&T video series: 3,000+ employee views and 150+ product registrations.