

Name
Robert Murdock

www.method.com

Profile

Role
Chief Creative Officer

San Francisco
New York
London



Robert has experience in all aspects of the design process - from traditional branding, identity, and packaging to conceptual interface development. His award-winning work (Communication Arts, ID magazine) has taken him across the globe to clients such as Nissan, Sony, Microsoft, Airwalk, Infinity, and many others. As Chief Creative Officer, Robert is the driving force behind Method's creative approach to projects.

Prior to joining Method, Robert was instrumental in building and leading the San Francisco office of Tokyo-based Coato Workshop. His role was key in helping Coato's Japanese clients realize their creative vision from kickoff to concepting and through the production process. One of the more notable projects included designing an extensive interactive language for Nissan's car navigation systems. His designs were deployed in Japan and the U.S. in 2005.

Before Coato, Robert was Art Director at Addwater Inc. in San Francisco. During his time at the studio he helped to grow a strong interactive and branding team working for startup and traditional clients. Some of the more challenging engagements included developing the first version of Kmart's online shopping experience (bluelight.com), and developing several new brand initiative for Sun Microsystems.

Early on Robert refined his skills at Fitch San Francisco, contributing to many hybrid design projects that included industrial designers, researchers, and brand strategists.