

## Membership Spotlight: Autumn Murphy – Studio Serra Photography



Studio Serra Photography is an award-winning photography studio headed by Autumn Murphy, which focuses on capturing the stunning natural world with striking, hand-crafted photography. Specializing in landscape, beachscape, commercial, and portrait photography in and around the San Diego area and has been featured in several national publications and news outlets.

The Downtown Partnership had an opportunity to speak with Autumn where we chatted about the following:

### **DSDP: What opportunities help forward your success?**

**Autumn:** That I continue to grow and learn now as a trans photographer, many times, it takes more effort to photograph new locations in San Diego or accept projects outside of my comfort zone. But the more I challenge myself and overcome my fear, the stronger I become, and success improves.

### **DSDP: What is your marketing strategy to reach the widest audience as a diverse business owner?**

**Autumn:** My marketing strategy has stayed the same since I transitioned. That is to consistently produce the highest-quality photos of San Diego for my clients and always to be professional regardless of my lifestyle.

### **DSDP: How has the DSDP helped to elevate your organization's presence in the Downtown market?**

**Autumn:** DSDP has introduced me to many amazing business partners downtown in the last decade. Through their connections, I have been able to photograph more aerial views of downtown than any other photographer in San Diego! I also really enjoy working with the DSDP members and staff. Overall, they are exceptionally skilled professional people, and working together, I have never felt judged or discriminated against for being transgender.

### **DSDP: As a diverse business owner what do you want people to know or remember as we celebrate Pride Month?**

**Autumn:** There is a negative stereotype that trans folks are mentally ill and harmful. We struggle with mental health, but ultimately, we want what most CIS people wish- to be accepted, happy, and successful!

### **DSDP: What does being a diverse business owner mean to you?**

**Autumn:** I like to collaborate with clients who have LGBTQ awareness and make me feel like I am an equal part of a team.

**DSDP: How do you celebrate diversity in your organization?**

**Autumn:** Usually, by attending LGBTQ events, meetups, and celebrating Pride Month. Love always wins!

We thank Autumn and Studio Serra Photography for being a valued member of the Downtown San Diego Partnership. Organizations like this allow us to advance the economic prosperity and cultural vitality of Downtown San Diego.

Learn more about [Studio Serra Photography](#)