

Mary Beth Mullens

Graphic Design • UI/UX • Web Design • Marketing



Profile:

Level-headed leader, meticulous researcher, and skilled designer. Two decades of wide-ranging experience transforming ideas into compelling creations for print and online realms.

Work Experience:

Mullens Design • Freelance UI/UX, Graphic and Web Designer • Indianapolis, IN • 2004 – Present

Delivering polished, appealing, goal-oriented visual communications to local small businesses and non-profits. Successful projects include launching a lucrative marketing campaign and auction site for Broad Ripple Kiwanis Club's largest annual benefit, leveraging unified print, social media, and web graphics made in Adobe Illustrator, Canva, and WordPress. Explored the optimal website user experience for realtor Broad Ripple Home Sales to effectively write new copy, redesign their user interface, and expand their client base. Increased disability awareness and funding for GRIN2B Foundation with clever icons and exciting product designs. Cultivated a professional brand guide to help upstart merchant association Love Broad Ripple gain support in the community. Devised a memorable logo for acclaimed documentary producer Teardrop Pictures.

CareerFoundry • UI/UX Designer • Berlin, Germany (Remote) • June 2023 – April 2024

Immersed in the daily practices of a professional UI/UX designer at award-winning online technical institute. Thoroughly executed user experience tasks such as conducting competitor research, interviewing or surveying potential users, creating target profiles, writing MVP reports, and drawing user flows. Masterfully applied user interface design theory, principles, and patterns to the creation of accessible apps & websites. Developed stylish mood boards, comprehensive branding guidelines, and detailed wireframes & mockups in Figma and Adobe XD. Explored advanced UI skills, such as prototyping animations and interactivity. Mastered fundamentals and nuances of HTML, CSS, JavaScript & jQuery to build a dynamic website entirely from scratch in VS Code and GitHub, gaining the knowledge to collaborate with developers and coordinate cross-team projects.

Marigold Clothing • Marketing Manager • Indianapolis, IN • April 2014 – January 2024

Responsible for strategic promotions across all channels at an upscale women's boutique, improving customer satisfaction and increasing revenue. Refreshed their flower icon to a more modern design, and created cohesive brand standards for attractive mailers, ads, store signs and packaging. Quickly pivoted the company to an e-commerce Shopify website to maximize sales during the pandemic. Elevated the look of their photography and videos with professional lighting and expert editing in Google Photos, Photoshop, and Premiere. Increased user interaction on all social media accounts with consistently fun curated content. Crafted enticing customer emails in Constant Contact, using analytics to ensure high open rates and engagement. Motivated staff to achieve sales goals with empathetic management and brand-awareness training.

The Bencil Company • Senior Graphic Designer • Pittsboro, IN • May 2007 – April 2014

Lead designer of creative marketing materials at cutting-edge promotional products company. Designed user-friendly product catalogs in InDesign. Tasked with all product & packaging development for Disney & Universal parks. Diligently maintained website using CMS & HTML. Expertly mocked up virtual samples in Photoshop. Wrote & edited persuasive ad copy.

Skills:

Adobe Creative Cloud

Figma

HTML & CSS

JavaScript & jQuery

Shopify

WordPress

Wix

Canva

Constant Contact

Mailchimp

Microsoft Office

Google Workspace

Meta Business Suite

Survey Monkey

Education:

CareerFoundry.com • UI Immersion • Online Technical Institute • June 2023 – April 2024

Certified courses on UI/UX and Basic Front-End Development

Eastern Illinois University • Bachelor of Fine Arts • Charleston, IL • August 2000 – May 2004

BFA degree option in Graphic Design; graduated cum laude