

# MICHELE LEE MCMULLEN

206.696.4710

michele.lee.mcmullen@gmail.com

## FREELANCE WORK

2003 to present

### 47 NORTH MARKETING

Company identity, business card,  
SEATTLE, WA

### ALI BABA MEDITERRANEAN DELI

Company identity, business card,  
letterhead, menu, menu board,  
building sign  
MT. PLEASANT, SC

### PROMOTIONAL PRODUCTS UNLIMITED

Company identity, business card,  
letterhead  
LAS VEGAS, NV

### SDK BRIDGE

Company identity, website design  
SEATTLE, WA

### SPINTECH PRODUCT DESIGN

Company identity, business card,  
letterhead  
OCEANSIDE, CA

### STRONGHOLD PRODUCTIONS

Company identity, business card,  
website  
SEATTLE, WA

### TACOMA CONTEMPORARY

Company identity, business card,  
postcards, posters, website, ads  
TACOMA, WA

### THE MACHINE PROJECT

Project symbol, Four fund-raising event  
invitations, event signage, posters,  
postcards, bid sheets, t-shirts,  
business card, website, book  
documenting the project.  
SEATTLE, WA

### YOUNGSTOWN CULTURAL ARTS CENTER

Annual art auction invitations, event  
signage, bid sheets, building map  
SEATTLE, WA

## PROFESSIONAL EXPERIENCE

### ZUMOBI

SEATTLE, WA

Interaction Designer

08/07 to present

#### Job description

Responsible for the interaction and visual design of mobile applications for all smartphone platforms, interaction and visual design of applications on iPad and tablets, involvement in all aspects of the project from conceptual outline to shipped product, producing and delivering interactive and design specifications, working closely with developers during the build process, working closely with the test team during the testing process, ideation of future projects of The Zumobi Network, redesign of Zumobi's identity, writing internal and external brand guidelines for the Zumobi rebrand, creating redesigned assets of the new Zumobi identity for all marketing collateral and sales tools, design of advertising running inside the Zumobi Network, design of print ads, design of web ads, design of marketing collateral.

### THE SEATTLE TIMES

SEATTLE, WA

Newsroom graphic artist

01/99 to 08/07

#### Job description

Creating informational graphics from locator maps to in-depth full page graphic packages, proofing and editing, research, page design, illustration, creating graphics for special sections, making all deadlines, working closely with editors and reporters.

### RENO GAZETTE-JOURNAL

RENO, NV

Designer/Graphic Artist

03/96 to 12/98

#### Job description

Responsible for the design and layout of one weekly and one monthly tab section, redesign of one tab section and TV Week book, page design, designing special wrap-around sections, designing Sunday Style section, creating informational graphics, three dimensional diagrams, locator maps, graphic packages for in-depth stories, illustrations, icons and logos, meeting all deadlines, knowledge of formatting and manipulating photos for use in graphics.

### INLAND VALLEY DAILY BULLETIN

ONTARIO, CA

Graphic Artist

12/94 to 03/96

#### Job description

Creating informational graphics, three dimensional diagrams, locator maps, biographical boxes, graphic packages for in-depth stories, illustrations, creating icons and logos, meeting all deadlines, knowledge of formatting and manipulating photos for use in graphics.

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## SKILLS

Advertising Design  
Company Identity  
Informational Diagrams/Graphics  
Interaction Design  
Logo Design  
Marketing Design  
Mobile Application Design  
Product Conceptualization  
Publication Design And Redesign  
Web Design

## REFERENCES

Available upon request

## AWARDS

The Best of Newspaper Design,  
Award of Excellence  
2001 Special news topic design  
2001 Breaking news topic design

Society for News Design Annual  
Creative Competition,  
Award of Excellence  
2001 Special news topic design/editors choice  
2003 Special coverage single section  
2003 Reprints category  
2004 Information graphics charting  
2005 Information graphics charting  
2005 Information graphics/portfolios  
2006 News design/pages/business

Best of the West ,  
Third place award  
2006 Graphics division

## EDUCATION

PLATT COLLEGE

IRVINE, CA

College for Graphic Design/  
Production Art and  
Computer Graphics

DIPLOMA 1992

SADDLEBACK COLLEGE

MISSION VIEJO, CA

Art courses

General education courses

1 YEAR OF STUDY

CALIFORNIA POLYTECHNIC

POMONA

POMONA, CA

Art courses

General education courses

1 YEAR OF STUDY