

# Michele Lee McMullen

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206.696.4710

## SKILLS

User Experience Design  
User Interface Design  
Mobile Design  
Web Design  
Motion Graphics  
Product Conceptualization  
Data Visualization  
Advertising Design  
Branding/Identity  
Informational Graphics  
Logo Design  
Typography  
Marketing Design  
Publication Design/Redesign  
Packaging Design

## PROFICIENCIES

Adobe Illustrator  
Adobe XD  
Adobe Photoshop  
Adobe After Effects  
Figma  
Sketch  
InVision

## PROFESSIONAL EXPERIENCE

### Lead Designer (contract)

Logitech, Office of the CTO | Logitech, Inc.  
09/2020 to Present

- Conceptualize, clarify, and refine core interaction of Tigris Euphrates
- Product specification
- Design and typographic guidelines
- Final production assets
- Video/marketing assets in support of the above

### Lead Designer

VISUAL VOCAL | Seattle, WA  
04/2016 to Present

My responsibilities are broad and allow me to work with colleagues in all departments within the company. From Engineering to Product Development to Marketing and Sales.

- Visual and UI/UX design and specification of our VR mobile app.
- Visual and UI/UX design and specification of our web portal.
- Visual and UI/UX design and specification of our corporate website.
- Storyboard, motion graphics, visual design and creation of all assets for Visual Vocal videos featuring our products for our website and YouTube channel.
- All key graphic design (print/digital) and other collateral related to Visual Vocal branding & marketing with a focus on elevating and maintaining the look, feel, function, and spirit of Visual Vocal.
- Ownership of Visual Vocal branding and identity, maintaining consistency throughout all departments of the company.

### Senior Interaction Designer

ZUMOBI | Seattle, WA  
08/2006 to 04/2016

- Visual and UI/UX design and specification of numerous apps for all smart phone platforms as well as tablet devices.
- Write specification for these apps to hand off to developers and QA for building and testing.
- Work with developers and QA throughout building and testing until app launch.
- All key graphic design (print/digital) and other collateral related to Zumobi branding & marketing with a focus on elevating and maintaining the look, feel, function, and spirit of Zumobi.
- Zumobi brand redesign/Logo and identity design for new products.

### Newsroom Graphic Artist

THE SEATTLE TIMES | Seattle, WA  
01/1999 to 08/2007

- The creation of informational graphics from in-depth full page graphic packages to daily locator maps.

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## AWARDS

Apps in the Top 10 of their App Store category  
MotorTrend, MSNBC, Popsci.com, REI,  
Automobile Magazine, Parenting Magazine

### IAB MIXX Gold Award

IAB Standard Mobile Rich Media Display,  
Chevrolet, Zumobi, Commonwealth and Motor Trend  
2013

### Mobile Excellence Awards

Best Mobile Video, ZBi Platform  
AdColony for Scion tC Release Series, 2012

### Webby

Official Honoree, News (handheld devices),  
MSNBC, 2012  
Nominee, Entertainment (handheld devices),  
Dwell Magazine, 2012

### The Best of Newspaper Design Award of Excellence

Special news topic design, 2001  
Breaking news topic design, 2001

### Society for News Design Annual Creative Competition Award of Excellence

Special news topic design/editors choice, 2001  
Special coverage single section, 2003  
Reprints category, 2003  
Information graphics charting, 2004  
Information graphics charting, 2005  
Information graphics/portfolios, 2005  
News design/pages/business, 2006

## 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

## FREELANCE WORK

2003 to present

### CHRIS MCMULLEN PRODUCTIONS

Brand/identity visual design  
and management of all assets for  
website, print and digital collateral.  
Video production and editing.  
SEATTLE, WA

### MLC CONSULTING

Visual design and final assets for  
both print and digital marketing  
collateral.  
CHARLESTON, SC

### 47 NORTH MARKETING

Company identity, business card,  
SEATTLE, WA

### 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,  
way-finding signage  
SEATTLE, WA