

# Michele Lee McMullen

michele.lee.mcmullen@gmail.com  
micheleleemcmullendesign.com

## 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  
Adobe InDesign  
Adobe Premiere  
Sketch  
InVision

## PROFESSIONAL EXPERIENCE

### Design Lead

Visual Vocal | Seattle, WA  
04/2016 to 03/01/2020

Broad responsibilities working with colleagues in all departments.  
From Engineering to Product Development to Marketing and Sales.

- Visual and UI/UX design and specification of our VR/AR mobile app for iOS and Android.
- 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  
08/2007 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.
- Proofing and editing, research, page design, illustration, creating graphics for special sections, making ALL deadlines, working closely with editors and reporters.
- Illustrations for The Seattle Times publication of "Natural Wonders: The Flora, Fauna & Formations of Washington".

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## AWARDS

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

Best of the West  
Third place award  
Graphics division, 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

### 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,  
way-finding signage  
SEATTLE, WA