

# morgan|mullen

## MORGAN L MULLEN

morganlmullen.com

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512 | 633 | 4538

## skills

Illustrator

InDesign

Photoshop

Brand Strategy

Art Direction

Advertising

Typography

HTML | CSS

UX | UI

B2B | B2C

Leadership Experience

## awards

GDUSA Graphic Design | 2018

Dean's List | Fall 2016

## interests

Building computers

Hand-lettering

Video games

Podcasts

Metalworking

Woodworking

Drinking tea

Skiing

## extracurricular

Create-A-Thon | April 2018

3-Day Startup | November 2018

EA Game Design | Fall 2018

Calligraphy Club President | Fall 2017

## education

**BFA Communication Design | Minor in Mass Communication**

Texas State University | August 2015 – May 2019

Blinn Junior College | September 2014 – May 2015

Austin Community College | High School – College

## experience

**Ironside Computers | June 2021 – Present**

Graphic Designer | Round Rock, Texas

Collaborated with the Creative team to design and build fully custom PC towers for Ironside's Limited Editions and unique, artisan Masterworks builds. I also worked closely with our sponsored content creators on YouTube and Twitch to design each of them a unique computer that reflected their branding, personal tastes, and hardware requirements. Trained to use specialized machines including the UV printer, laser cutter/engraver, and vinyl cutter. Created graphic assets and edited photos for marketing, social media, and our website. Fast-paced and creatively fulfilling work with a passionate team.

**NewPoint Media Group | June 2019 – March 2020**

Marketing Art Director | Bee Cave, Texas

Art directed for 5 national real estate brands, each with different markets, and developed a unique voice and visual identity for each of them. Designed the UX/UI of the Android and iOS apps for Homes & Land, as well as their full franchise recruitment website. Developed and designed marketing materials such as media kits, brand books, and visual style guides for the magazines, and enforced the brand guidelines of each of the franchises. I worked alongside copywriters to create printed marketing collateral for franchisees, including magazine ads, flyers, direct mail, and brochures. I also played a key role in designing nationwide drip campaigns for both B2B and B2C marketing. Finally, I fully redesigned the Homes & Land "Advertise With Us" webpage, which helped increase the lead-generation of that one page by over 600% in one month.

**National Student Advertising Competition | Spring 2019**

Art Director + Presenter | Texas State University

Helped come up with the campaign idea, designed and typeset the final plansbook, and presented our campaign on stage to a panel of judges in Shreveport, Louisiana.

**Music Live | Spring 2015 – 2019**

Graphic Designer | Austin, Texas

Created assets and flyers for Music Live events and venues, as well as working with the musicians managed by Music Live to develop their brands by designing logos, websites, and album covers.

**Space with Sarah | Fall 2015 – Spring 2016**

Graphic Asset Creator | Remote, based in New York City

Provided graphic assets for the Space with Sarah YouTube channel, which won an award from the Niels Bohr Institute in Denmark. The channel has been praised for its production value and polish.

**Freelancing | 2009– Present**

Graphic Designer | Central Texas

I began freelancing in the 7th grade starting with doing the layout and design for Texas Fun and Events Magazine based in Georgetown. From there, I began getting more clients from all different fields and industries based only on referrals. Finding myself with a small design business and over 15 clients before I was 20 taught me a lot about listening to clients, the business of design, and great communication.