

# BRIT MULLEN

ART DIRECTION / GRAPHIC DESIGN / ACE OF ALL TRADES

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**PORTFOLIO** [britmullen.com](http://britmullen.com)

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**EDUCATION** **PRATT INSTITUTE**  
MS Communications Design  
Fall 2014

**SETON HALL UNIVERSITY**  
BA Graphic Design  
Spring 2012

**SKILLS** Graphic design  
Art direction  
Book cover design  
Design & project leadership  
Photo compositing  
Motion graphics  
Creative strategy  
User acquisition strategy  
Video editing

**PROGRAMS** Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Adobe Premiere Pro  
Comfortable with most task  
management platforms &  
office software

## WORK

### **RADISH | Senior Graphic Designer**

JUNE 2018 – JUNE 2022

Hired to build US-based Creative team starting in 2018: Developed workflow & communication standards for all departments served, collaborated with Seoul-based Creative Director to develop the Marketing and Content priorities and look/feel for Radish

Developed, designed and produced book covers for high-priority IP projects, including: collaborating with key stakeholders to select, edit, and composite stock photo resources for cover designs and designing title treatment typography

Served as senior internal creative resource (strategy, production, and leadership) for User Acquisition, Marketing, and Content Departments

Strategically developed User Acquisition ads informed by trends and competitive intelligence, and applied learning to creative iterations

Designed and executed promotional campaigns for priority Content releases based on story look/feel

Produced graphic design and motion design assets for in-app events, email campaigns, and social media posts

### **GLOW | Lead Social Media Designer**

APRIL 2015 – APRIL 2018

Led design direction and style guide development to create essential experiences in social media environments for entertainment clients

Ideated, designed, and produced static and motion content for pitches, strategy decks, and live campaigns

Collaborated with a full team of designers, strategists, motion designers, and community managers

Pitched copywriting and content strategy to comedy clients (Silicon Valley, IFC, SpongeBob Squarepants)

Regularly pitched social strategy and content themes in small, agile teams

Mentored interns and junior designers

### **SPARE CHANGE, INC | Freelance Motion Designer**

OCTOBER 2014 – JUNE 2015

Strategized new promotional animations and embedded GIFs for e-blasts and social sharing on appropriate holidays, announcements, and other events

Designed, storyboarded, and animated 2015 campaign elements for rapid execution

Designed, storyboarded, and animated promo video for SPARE's official launch event presentation