

DIGITAL GRAPHIC DESIGNER // PHILADELPHIA, PA

Austin Mullin

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PROFESSIONAL EXPERIENCE

- 2023** **HALFPENNY MANAGEMENT // CONTRACT DIGITAL GRAPHIC DESIGNER**
- Fully revamped property management website with apartment properties and listings, achieving a 41.4% increase in average session duration.
- Improved mobile-responsive design to the site leading to a 35% increase in average engagement time for mobile users.
- Conducted UX assessments to see user needs for real estate sites, resulting in a 23% decrease in bounce rates for users arriving via referrals.
- 2021 - 2022** **OUR PEOPLE ENTERTAINMENT LLC // VISUAL DESIGNER**
- Decreased internal project website's bounce rate by 15% in one month by redesigning design of specific web pages.
- Increased ticket sales for community event by modifying outsourced JS code to improve purchasing experience on project's website.
- Enhanced the experiential marketing agency's visual identity by implementing elements such as microinteractions and Lottie animations for website.

NOTABLE PROJECTS

- JUN - JUL 2023** **WAWA WELCOME AMERICA 2023 // SIGNAGE DESIGNER & VIDEO EDITOR**
- Led signage design for festival-related events & handled video editing for promo loops, ensuring flexibility for last-minute changes from sponsors.
- MAY - AUG 2023** **OVAL XP 2022 // VISUAL & GRAPHIC DESIGNER**
- Assisted in creating visual identity featured in websites, television promos and signages for festival at Benjamin Franklin Parkway in Philadelphia.
- 2021 - PRESENT** **DIVERTICAL // PROJECT LEAD**
- Obtained \$2,300 for educational autism short films through grants and campaigns, while designing inclusive branding with autistic consultants.

EDUCATION **DREXEL UNIVERSITY // BACHELOR OF SCIENCE (BS) // 2018 - 2022**
GPA: 3.73 // Major: Media Management // Minor: Business Administration

SKILLS	WEB	FRONT-END	SOFTWARE	MOTION
	UI/UX Design	HTML/CSS	Figma	Lottie
	Prototyping	JavaScript	Adobe Suite	After Effects
	User Testing	WordPress	Office Suite	Blender