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Mary Beth Mullens

Skilled Graphic Designer, Marketing Manager and UX/UI Designer.

Level-headed leader with two decades experience turning ideas into compelling creations for print and online realms.

Work Experience

UX/UI Designer, CareerFoundry

online tech program • July 2023 — March 2024

Immersed into the daily practice of a professional UX/UI designer. Executed detailed-oriented User Experience such as conducting research, creating user personas and drawing user flows. Masterfully applied User Interface design theory, principles and patterns to creation of apps and websites. Developed stylish mood boards, brand guides, wireframes & mockups in Figma and Adobe XD. Explored advanced UI skills, such as prototyping animations and interactivity. Gained hands-on knowledge building a website with HTML, CSS and jQuery, to collaborate with developers and coordinate cross-team projects.

Marketing Manager, Marigold Clothing

Indianapolis, IN • April 2014 — Present

Responsible for strategic promotions across all channels at an upscale boutique, improving customer satisfaction and revenue. Refreshed branding to a more modern identity. Quickly pivoted the company to an e-commerce Shopify website to maximize sales during the pandemic. Elevated the look of their photography with Google Pixel 6 camera, professional lighting, and expert editing in Google Photos and Photoshop. Increased user engagement on all social media accounts with consistent content, graphics and videos. Created and analyzed persuasive weekly marketing emails in Constant Contact. Designed attractive monthly postcards, ads, signage and packaging with Adobe Illustrator. Motivated and inspired staff to achieve sales goals with empathetic management and knowledgeable training.

Senior Graphic Designer, The Bentcil Co.

Pittsboro, IN • May 2007 — April 2014

Lead designer of marketing collateral for promotional product manufacturer. Created engaging and user friendly product catalogs in InDesign. Responsible for all product designs sold to Disney & Universal Studios theme parks. Diligently maintained website using Joomla CMS & HTML. Expertly mocked up samples using Photoshop. Wrote & proofread persuasive marketing copy.

Technologies

Adobe Creative Cloud

Figma

HTML & CSS

Javascript & jQuery

Shopify

Wordpress

Wix

Canva

Constant Contact

Microsoft Office

Google Workspace

Education

CareerFoundry

online tech course

Certificate in UI Immersion

Certificate in Front-End Development for Designers

Eastern Illinois University

Charleston, IL

2000 — 2004

B.F.A in Graphic Design