

ASSOCIATE CREATIVE DIRECTOR

KATIE MULLINS

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katiemullinsdesign.com
Remote & Atlanta, GA

EDUCATION

Academy of Art University
Sep 2009 - May 2014
San Francisco, CA
Bachelor of Fine Arts
Graphic Design

EXPERIENCE

- DiMassimo Goldstein**
Assoc. Creative Director
Mar - Aug 2023
New York City

Was lead art creative on a conceptual vet school campaign that involved on set production for video, social, and digital. Worked directly with clients on set to ensure their vision came across. Concepted powerful ideas for pitches. Designed an identity and brand for a regional car wash company in the southwest.
- Madwell**
Assoc. Creative Director
Jan 2022 - Jan 2023
Brooklyn, NY

Developed multiple conceptual ideas in partnership with copy ACDs, strategy, and account teams. Supervised multidisciplinary creative projects to develop creative advertising concepts, from ideation to final output. Organized creative materials to ensure my team was always set up for success. Winner of a 2023 Shorty Award for best Live Video for Verizon x Xbox Partnership campaign.
- Edelman**
Senior Art Director
Jan 2020 - Jan 2022
New York City

Worked to motivate and support creative staff. Managed my workload on multiple accounts at once. Focused on social campaign ideation that worked across multiple social platforms. Went on production to film social content for a retail client.
- WHM**
Art Director
Aug 2019 - Jan 2020
Oakland, CA

Concepting and designing assets for B2B clients. Worked heavily in the digital space, specifically UI. Designed a client booth for a major convention. Oversaw all aspects of design and concept development on creative campaigns.
- Eleven Inc**
Art Director
Sep 2016 - July 2019
San Francisco, CA

Worked on entire 360 style campaigns. This included but is not limited to a mix of branding, print, digital, social, video, and experimental. Directed photographers, illustrators, designers, and production staff to guarantee success in the production of campaign elements. Was assigned art director & designer on multiple campaigns. Worked with my writer partner on multiple creative campaigns, one winning shortlist for a Cannes Lion.
- BrandMade Design Co.**
Graphic Designer
June 2014 - July 2016
Sonoma, CA

Worked closely on a small creative team as a packaging designer. Designed packaging for wine, beer, food, and cosmetics. Set up mechanical files for print production and photographed packaging. Offered creative solutions that helped problem-solve and enhance our client's goals.

SKILLS

- Art direction
Conceptual development
Graphic Design
- Experiential
Identity
Branding
- OOH
Packaging
Presenting
- Print
Social

CLIENTS



RECOGNITION

