

Lucy Mullix

Portfolio: www.lucymullix.com | lucitaniamr@gmail.com | (305) 764-5664

EXPERIENCE

Senior Social Media Designer
Switch Havas, Santo Domingo

August 2022-December 2022

- Art direction for brands like Amore Pizza, Banreservas, APB, and others.
- Graphic design and visual guidelines for campaign and social media feed

CREATIVE MARKETING DIRECTOR (Temporary)
Wellvet, Santiago, DR

March 2021-June 2022

- Art direction for facilities
- Supervise the design of assets for branding and social media

Jr. Art director intern
Joan Creative, New York

October 2021-December 2021

- Conceptualization and brainstorming for brands like Proactiv, Google org & Dr. Seuss
- Creation of visual assets for Dr. Seuss
- Participated on the rebranding team for Proactiv

Jr. Art director intern
Eleven, San Francisco, CA

April 2021-September 2021

- Conceptualization and brainstorming for brands like CHS hospitals, Samsung, Text Now, Kraken Rum & Electrify America
- Creation of visual assets and social media campaign art direction for Kraken Rum & Electrify America

Senior art director
Blue Design Worldwide, Santo Domingo

September 2018-June 2020

- Art direction for campaigns for brands like Presidente, CCN, Banco Popular and others.
- Giving support in brainstorming and concepts
- Helping junior art directors

Junior art director
All Stars Sports Marketing, Santo Domingo

April 2016-September 2018

- art direction for social media, TV and OOH campaigns.

- designing banners, promotional items and visuals for establishments
- copy for ad campaigns

EDUCATION

UNIBE, Santo Domingo- Marketing & Communications (2019)

MIAMI AD SCHOOL, Miami- Art Direction (2021)

Miami Dade College- Graphic Internet Technology (2022)