

## Lucy Mullix

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## [PORTFOLIO](#)

Accomplished creative professional, art direction and UX designer with 10 years of experience developing innovative campaigns for global brands such as Google, Samsung, Corona, and Dignity Health. As well as experience in UX/UI design for some of these brands.

## Professional Experience

**Upwork** – United States, Remote  
*Visual Design* (Jan. 2025– Present)

- UX/UI for small businesses and start-ups in finance

**BBDO** – Remote, Dominican Republic  
*Art Director* (May 2023 – Nov. 2024)

- Concept and design for major brands, including Health insurance company Humano, Bayer drugs, Presidente (a leading beer brand) and Jumbo (a key supermarket chain).
- Increased CNN Group's market share by 34% through innovative campaigns for Jumbo.
- Helped Presidente reclaim 20% of market share lost to competitors through strategic creative direction.

**Switch Havas** – Santo Domingo, Dominican Republic  
*Graphic Designer* (Aug. 2022 – Dec. 2022)

- Design and art direction for digital and print campaigns for brands in the restaurant, luxury automotive, finance, and food & beverage sectors, including Amore Pizza and investment fund APB.

**Alma, Eleven & Joan** – Remote, USA  
*Graphic Designer* (Jan. 2021 – Dec. 2021)

- Completed a year-long internship with three advertising agencies across Miami, New York, and San Francisco.
- Designed and art-directed campaigns for notable clients, including Google.org, Samsung, Dr. Seuss, Dignity Health, Corona, Tobacco Free Florida, and Kraken Rum. As well as UI for Dignity Health homepage.

**Blue Design Worldwide** – Santo Domingo, Dominican Republic  
*Senior Creative* (Sept. 2018 – Jun. 2020)

- Delivered a wide range of creative services, including rebranding, digital and print campaigns, packaging design, product design, website redesigns, social media assets, banner ads, and billboard design for Hospitals, Clothing Stores, Pharmacy and Wellness.
- Conceptualized and executed impactful TV ads for clients.

**All Stars Sports Marketing** – Santo Domingo, Dominican Republic  
*Junior Creative* (Apr. 2016 – Sept. 2018)

## Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, AdobeXd), Figma, elementor, HTML, CSS, Python

## Education

**UNIBE** – Santo Domingo, Dominican Republic  
*Bachelor's in Marketing & Advertising* (June 2019)

**Miami Ad School** – Miami, Florida  
*Master in Art Direction and Visual Design* (December 2022)