

ERIC PMULLEN

UI / UX Designer

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Entrepreneurial-spirited, creative and innovative professional with extensive expertise directing a robust and broad scope of digital products and marketing efforts. Strong portfolio of success in driving iterative processes through meticulous research, concept, prototype development, and highly-polished deliverables. Well-organized to handle a variety of assignments with strong attention to detail, problem-solving, and follow-through capabilities.

WORK EXPERIENCE

Current
2016

LightSpeed VT Las Vegas, NV (Remote)

User Experience Design

- Conceptually lead the [products] responsive redesign in an agile environment through extensive wireframing, iterative designs and development of hi-fidelity interactive prototypes for key stake holders
- Conduct Research, Analysis and Evaluation of existing client usage and competitive product platforms to statistically and effectively guide product development

2016
2012

Robertson+Partners Las Vegas, NV

Interactive Art Director

Key Clients: *McDonald's, The Howard Hughes Corporation, Nevada Health Co-Op, Clark County Regional Flood Control District*

Pushing innovation both aesthetically and technologically in addition to directing various internal teams and third-party vendors to maximize project workflow synergies from concept through delivery.

- User Experience & Interface Design
 - Concept Development: site-mapping, wire-framing and rapid prototyping
 - Design highly polished interface designs for responsive web and native iOS & Android apps
- Develop Rich-Media and Online Display campaigns
 - Concept, design and code HTML5 creative for publishing in Google DoubleClick Studio
- Assist and/or lead concept development of traditional print, outdoor and B2C marketing collateral

2016
2010

Freelance & Contract Work

Graphic & User Interface Design

Key Clients: *LRG, Vibe, SoundSight Headphones, Beachbody LLC*

Established achievable goals and deadlines and developed standards for new projects, including concept, design and production for a variety of traditional and digital marketing initiatives.

- User Experience & Interface Design
 - Concept and design highly polished interfaces for responsive web and native mobile apps
- Create custom video and after effects editing for a myriad of presentation projects with full responsibilities for defining project scope, timeline, and outcome.

continued

2010
2008

○ **Fresh Brewed Concepts** Las Vegas, NV
Creative Director

Key Clients: *Hard Rock Hotel & Casino, Primm Valley Resorts, Skunk Runner Media, Right Gin*

- Managed and inspired design teams to ensure deadlines and concept schemes were fully executed according to requirements and specifications.
- Designed advertisements, marketing materials, video presentations, collateral layouts, brochures, logos, promotional pieces, websites, corporate identities and branding.
- Developed custom concepts, designs, websites and marketing campaigns with full social integration.

2008
2005

○ **V2 Creative** Las Vegas, NV
Art Director

Key Clients: *Hard Rock Hotel & Casino, Cache Creek Casino, Ellis Gaming, Michael Jordan Steaks, Sotheby's*

- Directed concepts and design initiatives, including effective use of color, tone, and aesthetic composition for all regional and national ad campaigns, websites and marketing materials.
- Leveraged expertise and best practices knowledge to develop a broad scope of corporate identities, restaurant and casino branding directives.
- Provided art direction for photography and video, including editing and image enhancements.

2004
2000

○ **Prince Music Theatre** Philadelphia, PA
Graphic Designer

- Designed playbills, posters, direct mailers, e-blasts and ads along with other marketing initiatives that were consistent with Prince Music Theatre's brand and marketing strategy.

CERTIFICATIONS

2014

○ **Google DoubleClick**
Rich Media Fundamentals
HTML5 Studio
Engagement Ads
Dynamic Creative

EDUCATION

2003

○ **B.A. Film & Media Arts**
Temple University

AWARDS

2015

○ **Best Rich Media / Online Advertising**
The Nationals Sales & Marketing Awards

2014

○ **Best Website + Best Advertising**
Silver Nugget Awards

2009

○ **Silver: Commercial, Not-for-Profit**
Telly Awards

2007

○ **Best Business Card**
16th Annual FiberMark Specifier Awards

2007

○ **Best in Show + Gold: Integrated Branding**
AIGA Las Vegas Work Show

TECHNICAL PROFICIENCIES

Advanced Expertise: Figma, Sketch, InVision, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), Keynote, Wordpress, and HTML/CSS.