



**ed mulligan**

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## **Print Design Specialist | Digital Asset Creator**

### **Providing Visual Solutions to Effectively Achieve Business Objectives**

Team lead and graphics specialist with experience in creating package design, print layout and promotional materials emphasizing all phases of production process. Collaborative creator with “outside the box” thinking who builds engaging digital assets and on-line content that promotes brand impact and maintains consistent brand equity. Successfully executes deliverables within timeline and budget. Strategic collaborator and effective communicator between cross-functional teams with a “hands-on” directing approach.

#### *Expertise Includes:*

- **Vendor Management**
- **Overseeing Internal Process and Timelines**
- **Mentoring and Training Junior Associates**
- **Outsource & Negotiation for Effective Partnerships**

#### *Technical Skills Include:*

- **Adobe Creative Suite 2020 (Illustrator, Photoshop... etc.)**
- **PowerPoint | Keynote Presentation**
- **Website Design | Point of Touch Image Creation**
- **Photo Retouching**
- **Traditional Illustration Techniques**
- **3D Rendering | Video Production**

## **Professional Experience**

### ***The Oliver Agency • NYC, N.Y.*** ***Creative Artworker/Production Artist***

***2022 to Present***

As an on-site creative with a global brand, I am currently working directly with The Oliver Agency’s client to ensure that brand design and production to press is accurate and within guidelines. As production lead I develop and produce digital assets for social media and digital display and print materials for OOH and In-Store display.

- Part of a team that handles large quantity deliverables and immediate response to client needs
- Client facing position which includes team meetings and direct communication for design development
- International design and production with various guidelines and translation applications
- Assets created for motion, digital and press environments

### ***Collibra, Inc. • NYC, N.Y.*** ***Creative Lead/Production Artist***

***2021 to 2022***

Created impactful brand driven digital design across all platforms for social and direct-to-customer applications for global Data Management company. Provided support for all team’s graphic needs for promotion to drive new business. Oversaw vendors on various projects including video and motion graphic asset creation. Onboarded new creative talent.

- Produced and managed digital images and asset creation for all web based communications to increase new customer development
- Set expectations on digital asset management and ensured adherence across the organization to approved best practices, streamlining production timelines and improving consistency and quality throughout process
- Managed and directed design for company merchandise and on-line store presence for both employees and event support

### ***Diadeis-SGSco • NYC, N.Y.*** ***Lead Production/Design | Adaptive and Digital Design***

***2017 to 2021***

Created high end and press ready production mechanicals for global CPG client. Provided 360° support for all client based graphics needs to align with project manager and studio deliverables. Produced adaptive design solutions while maintaining brand essence for various product lines.

- Produced and managed digital images and assets for client, improving “point of touch” impact and increasing on-line sales
- Created print solutions for packaging by offering print process options, allowing client to better determine production execution
- Set best practices and operation procedures by composing SOP training documents, improving production deliverables for all team members
- Refined art files for logo and brand identity graphics for better utilization and implementation for design and printing

### ***Town & Country Living Inc. • NYC, N.Y.*** ***Package Development Manager | Senior Designer***

***2015 to 2017***

Effective collaborator working with internal teams and outside vendors to take product from concept through an effective and impactful launch within the home goods category. Working with a talented team of product developers and upper management, I contributed by designing and overseeing the viability of CPG structures and attractive packaging graphics. Directed film editing, and copywriting for various product lines for our on-line content and website.

- Developed an “earth-friendly” product line with innovative packaging solutions reducing carbon footprint and creating distinction at shelf
- Supervised in-house studio photography maintaining brand standards and delivering cost savings by providing internal creative control
- Created original illustrations and animations for web, keeping production costs low by supplying internal assets



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## Professional Experience *continued*

### ***LAM Design Associates Inc. • Pleasantville, N.Y.***

***2012 to 2015***

#### ***Production Manager | Senior Digital Designer***

Collaborated with design teams to bring initial art files to press readiness. Led design of digital promotions and web development. Assisted in brainstorming process for development of key visuals for ad campaigns. Produced press ready mechanicals.

- Competed with best in class competitors, developing key visuals for various campaigns, including agency's website
- Created agency's 1<sup>st</sup> digital asset library for promotional visuals and e-mail blasts increasing client acquisition
- Provided original illustration art for consumer packaging allowing better internal control of assets and costs savings
- Took original concept sketches to final digital and print art, contributing to overall internal creative process

### ***Designer Greetings Inc. • Edison, N.J.***

***2009 to 2012***

#### ***Design Manager | Senior Designer***

Directed creative team for innovative greeting card lines. Managed team of illustrators and graphic designers to produce award winning humor and special occasion line of greetings. Revitalized and updated previously existing card lines for a more contemporary audience.

- Researched marketplace offerings and standards, presenting new and competitive ideas to marketing and sales teams
- Developed "new look" for existing product lines, improving product and generating an increase in sales
- Managed small team of creatives for original humor line of greetings and mentored inexperienced designers producing high level deliverables
- Illustrated and wrote copy for various product lines, presenting cost savings to company through cross functional executions
- Developed and presented an innovative and engaging on-line greeting card line, leading industry standards and excelling in market

### ***MEGA Brands International • Livingston, N.J.***

***2007 to 2009***

#### ***Creative Director | Senior Designer***

Collaborated with various sales and marketing teams to propose new innovation and product lines in and outside of company's flagship brands. Contributed to all creative teams with presentations and led brainstorming process for new product and packaging innovation.

- Supervised product development and package design teams delivering within budget and timeline capacities.
- Produced original branding and concepts for new product lines, increasing market share at stores
- Created promotional collateral for sales team and marketing, improving product line presentations and boosting sales
- Mentored and developed junior creatives within groups by bringing new hires deeper into development process
- Streamlined cross functional workflows for more effective deliverables, implementing standards between marketing and creative teams

### ***Novartis Consumer Health • Florham Park, N.J.***

***2002 to 2007***

#### ***Design Manager | Senior Designer***

Worked closely with creative director for Gerber Baby Food division. Organized digital files furnished by outside vendors by maintaining timeline deliverables and coordinating marketing teams with required resources.

- Supported cross functional teams by providing graphics for both internal presentations and CPG production.
- Oversaw the creation of package designs from agency partners, maintaining company brand standards
- Helped to develop timelines with marketing and sales teams, ensuring on-time delivery of printed materials
- Created promotional materials in-house, including package comps, supporting sales team and improving sales
- Managed daily operations by sourcing vendors and directing photo shoots and press runs, successfully delivering within timeline expectations

## Education

***Bachelor of Arts (B.A.) Media Arts, School of Visual Arts, New York City***

## On-line Portfolio

<http://www.edmulligangraphics.com>