

# kyle mcmullen

graphic designer

## CONTACT

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## EDUCATION


Bachelor of Fine Arts  
Edinboro University of Pennsylvania  
Edinboro, PA

## SKILLS

InDesign CC



Photoshop CC



Illustrator CC



Acrobat Pro & PitStop



## ADDITIONAL PROFICIENCIES

Zoom | Chrome Remote Desktop  
QuarkXpress | Data Merge | Microsoft Office  
Shopify | WordPress | Google Adwords  
Google Webmaster Tools | Website Analytics  
Dreamweaver | CSS | HTML | RasterLink Pro  
Fiery Command WorkStation | DynaStrip  
PrintScience (Web to Print)

Vinyl Application | Wide-format Vinyl Printer  
Vinyl Plotter | Rolls-Roller | Various Binding  
Machines | Digital Photography

## EXPERIENCE

### Graphic Designer / Production Artist

Minuteman Press / Greentree Printing & Signs, Inc. | Pittsburgh, PA | February 2007 – Present

Designs and lays out creative materials such as flyers, brochures, posters, books, billboards, and identity packages while utilizing masterful skills in InDesign, Photoshop, Illustrator, and other Adobe CC software. Simultaneously facilitates multiple projects through design, production, review, and final product completion. Manages ongoing relationships for local and national private, nonprofit, and corporate partners. Expertly manages time to ensure billable hours are aligned with the client's budget. Maintains and suggests improvements to e-commerce, marketing, site traffic, and analytics for the company's website.

### Graphic Designer / Owner

Moderntype LLC | Pittsburgh, PA / Remote | September 2016 – Present

Conceptualized and launched a multi-platform, e-commerce business focused on printable business forms and planners. Determines and tracks all advertising and business-related expenses. Consistently evolves and refines SEO strategies to maximize product exposure. Works with all clients remotely to create custom forms and design pieces and sends final files through mobile and stationary devices.

### Graphic Designer

Freelance | Pittsburgh, PA | January 2000 – Present

Works directly with private clients on corporate identity branding, product photography, WordPress consulting, e-book publishing, and file preparation for web and print.

### Typesetter / Production Artist

Liberty Pittsburgh Systems | Pittsburgh, PA | March 2004 – February 2007

Creative responsibilities included the setting of multi-part forms for businesses of varying sizes. Prepared and approved files for negative creation and direct-to-plate output for 15 on-site presses. Trained new employees and supervised a staff of four typesetters.

### Senior Graphic Designer

Just Be Natural (JBN) | Allentown, PA | January 2000 – March 2004

In-house designer overseeing the production of four-color and two-color catalogs, product packaging and labels, billboards, mailers, and company web presence. Designed public and showroom promotional displays and complex die-cut pieces. Created packaging identities for new products. Supervised, trained, and managed a team of 2-3 professional designers.

## ADDITIONAL EXPERIENCE

### Webmaster / Owner

MeatIsNotASideDish.com | Pittsburgh, PA | January 2009 – Present

### Photographer

Concept Carz, LLC | Pittsburgh, PA | January 2000 – June 2009