

MARY CULLEN

Graphic Designer and Photographer
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About

A creative and versatile graphic designer with over five years of professional experience in branding, corporate identity development, and multimedia design. Known for an ideas-first approach, delivering engaging visual narratives across diverse styles. Experienced in working from storyboards and mood boards, and adept at solving design challenges with a collaborative, high-standard approach. Passionate about creating impactful designs that exceed client expectations.

Education

Press and Editorial Photography BA (Hons)
Falmouth University (2019 – 2021)

- Graduating with First Class Honors.
- Specialising in graphic design, image retouching, and colour management for digital and print media.

The John Henry Newman RC School

- 4 A-Level Qualifications: History, Politics, English Literature, and Photography.

Previous Experience

Graphic Designer

The National Lottery Community Fund | June 2023 – Present

- Leading the design of creative briefs from both internal and external clients, for printed and digital outputs.
- Producing engaging infographics, data visualisations, imagery and animated content for online circulation, in line with corporate brand guidelines.
- Contributing to an ever expanding bank of brand assets, prioritising creativity to produce illustrations, animations and detailed icons.
- Designing WCAG compliant accessible content, including interactive PDFs and inclusive video content
- Working creatively and collaboratively with a large team to meet deadlines.
- Co-ordinating and managing brand photo/video shoots, ensuring that visual content is produced at the highest standard.
- Delivering campaigns from initial concepts to final deliverables.
- Liasing with freelancers and creative agencies for the production of on brand deliverables for both print and video.

Lead Creative

Musana UK | February 2022 – May 2023

- Delivering innovative branding projects, including full visual identity development.
- Fulfilling briefs, producing professional, creative and informative content such as POS, exhibition materials, press releases, brochures, websites, photography and video content to support global initiatives.
- Managing international photo shoots, sourcing and editing imagery to support ethical brand storytelling.
- Worked collaboratively with stakeholders to ensure design aligned with organisational goals.

Photographer

Ian Snow | May 2021 – October 2021

- Photographing products, interiors, and portraits in both studio and location settings.
- Managing studio logistics, including equipment setup, assistants, scheduling, and model co-ordination.
- Editing images and video for marketing use, utilising Adobe Creative Suite.
- Collaborating with design, sales, and PR teams to ensure visual assets reflected brand ethos.

Freelance Graphic Designer & Photographer

July 2019 – February 2022

- Delivering tailored, creative solutions to a variety of clients, including branding, print, and digital materials.
- Designing and editing visual identities, animations, and image composites to meet specific client briefs.
- Producing photography and video content for businesses, charities, and events, ensuring efficient turnaround times.

Skills

- Adobe Photoshop
- Adobe Bridge
- Adobe Lightroom
- Adobe Illustrator
- Adobe InDesign
- Adobe Premier Pro
- Adobe After Effects
- Procreate
- Full DBS
- Full Drivers License

Portfolio

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