

IAN MITCHELL

GRAPHIC DESIGNER · MOTION, BRAND, SOCIAL

Orlando, FL · 407-446-8077 · ianmitch22@gmail.com

Designer working across motion graphics, brand systems, and print production. Built and animated a complete visual identity for an independent event brand, produced short-form video reaching six-figure view counts, and delivered print and manufactured collateral for national brands including the Orlando Magic and Universal Studios. Comfortable owning a concept from storyboard through final delivery specs.

SKILLS

MOTION & VIDEO

Adobe After Effects · Adobe Premiere Pro · Blender · CapCut · Motion graphics · Storyboarding · Video delivery formats and export specifications

DESIGN & PRODUCTION

Adobe Illustrator · Adobe Photoshop · Adobe InDesign · Procreate · Pre-press and print production (bleeds, CMYK, vector prep, vendor specs) · Large-format and signage · Brand identity systems · Typography and layout · Product and apparel design

MARKETING & DIGITAL

Meta and Google paid advertising · Mailchimp · Social content strategy · Performance analytics · AI-assisted creative workflows · Canva · Monday.com · Microsoft Word & PowerPoint

EXPERIENCE

Founder & Creative Lead, GrooveCult

Orlando, FL · 2025–Present

- Built and animated a complete brand identity end to end — logo, motion graphics, flyer system, and artist announcement assets — maintaining visual consistency across every channel
- Produce motion graphics and video edits for social and event promotion, handling concept, storyboard, animation, and export delivery independently
- Produced three events, each sold out to venue capacity (100–150 attendees), with ticket sales driven entirely through owned social channels
- Own all production logistics: artist booking, venue sourcing, gear rental, on-site setup, ticketing, and budgeting

Graphic Designer, Global Promo LLC

Orlando, FL · 2024

- Designed for a full-service promotional agency handling product design, sourcing, manufacturing, and in-house printing of apparel and drinkware
- Supported accounts ranging from the Orlando Magic and Universal Studios to local small businesses, delivering roughly one full project per week
- Prepared production-ready artwork and specifications for printing and manufacturing, coordinating files from concept through physical output
- Developed and pitched concepts to clients and stakeholders through presentation decks, operating as one half of a two-person creative department

Marketing Specialist, La Rosa Realty LLC

Celebration, FL · 2023–2024

- Served as the sole marketing employee for a publicly traded national real estate brokerage, reporting directly to the Chief Financial Officer
- Maintained brand consistency across the corporate office, branch offices nationwide, and individual agents, working within an established corporate brand standard
- Designed brochures, large-format and outdoor signage, agent branding packages, and social template systems deployed nationally
- Shot and edited original photography and video; built email campaigns in Mailchimp and reported channel performance to leadership

Freelance Graphic Designer

Orlando, FL & Remote · 2021–Present

- Design flyers, logos, merchandise, ticket art, and animated social assets for independent promoters, artists, and small businesses
- Produced 20+ campaigns from loose direction to finished concept with independent art direction; clients include Orlando venues and event brands Celine, Hypercore, and 407House, plus Notre Dame High School (CT)

Marketing Intern, Tik Control LLC

Remote (CT) · 2023

- Built and managed Facebook and Google paid ad campaigns for a regional pest control services company
- Designed ad creative and social graphics supporting active campaigns across both platforms
- Designed branded merchandise for the company, taking concepts through to production-ready artwork

Content Creator, Fashion & Lifestyle — TikTok

Orlando, FL · 2026–Present

- Grew a personal channel to 20,000+ organic followers in six months with no paid promotion
- Sustained 10,000+ views across nearly all posted content, with a top video exceeding 444,000 views
- Write, shoot, edit, and deliver all short-form video independently, working fluently with platform-specific formats and delivery specifications

EDUCATION

University of Central Florida — Orlando, FL

Master of Arts in Teaching, Art Education · 2026

B.A. Digital Media / Art Management, Minor in Art History · 2023