

Adriana Cullen

graphic designer

Senior Graphic Designer with 7+ years of experience creating strategic, brand-driven design solutions across print, digital, and experiential platforms. Proven leader with experience managing teams, collaborating with stakeholders, and delivering high-volume creative work for global brands including Disney.

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

The Walt Disney Company (Disney Institute) | Celebration, FL
December 2024 - Current

Led creative direction for private client workshops, delivering brand-aligned presentations, workbooks, and print collateral. Collaborated directly with clients and stakeholders to refine creative direction and ensure alignment with brand guidelines, and developed design templates to improve turnaround times.

GRAPHIC DESIGNER

The Walt Disney Company (Disney Institute) | Celebration, FL-Remote
March 2020 - December 2024

Collaborated on projects such as taking the in-person program to an online platform, rethinking some of the graphics to make them work in a new way, helped create the art for a new program "50 Magical Years of Walt Disney Work" creating widgets, icons, cards, guides and other materials. Assisted creating other graphics for every-day programs including workbooks and Keynote presentations.

DESIGN MANAGER

Stratton Home Decor | Sunrise, FL
August 2021 - September 2022

Oversaw as the Visual designer the design team (+3) and collaborated closely with Product Development to develop trend-driven design concepts. Reviewed and approved 150+ production-ready files sent to factories, ensuring quality, accuracy, and brand alignment. Supported the team in meeting monthly goals, managing high-volume workloads, and consistently delivering projects on time while providing fresh creative direction.

GRAPHIC DESIGNER AND PROJECT LEAD

Stratton Home Decor | Sunrise, FL
May 2019 - JAN 2020 | Oct 2020 - August 2021

Designed 300+ wall decor pieces for national retail distribution that included typography, pattern making, illustrations, image manipulation and retouching for frames, pillows, art decor following color palettes, trends and different home styles.

GRAPHIC DESIGN PROFESSIONAL INTERN

The Walt Disney Company (Disney Institute)
Celebration, FL | June 2018 - May 2019

Created over 100+ participant guides and presentations for the different courses available to different clients, as well as handouts, flyers, service cards, and other collateral design.

GRAPHIC DESIGNER

Catapult 13
Miami, FL | October 2017 - May 2018

Designed for different clients from logos, branding, and brand standards to mailers, brochures, flyers, email blasts, packaging, presentations and other collateral pieces.

GRAPHIC DESIGN INTERN

Caracol Internacional
Coral Gables, FL | Feb. 2017 - July 2017

Collaborated in concept development for different trade shows. Designed over 20 original and engaging graphics for these shows and different platforms that included pieces such as flyers, invitations, presentations, photo retouching and multiple compositions.

GET IN TOUCH!

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Portfolio: <https://adrianacullen94.wixsite.com/portfolio>

OTHER EXPERIENCE

FREELANCE

June 2013-Current

Provided branding, print, and digital design solutions for small businesses and independent clients, managing projects from concept through final delivery.

EDUCATION

MIAMI INTERNATIONAL UNIVERSITY OF ART & DESIGN
September 2017

BFA | Graphic Design
GPA 3.7

SKILLS

DESIGN

- BRANDING AND VISUAL IDENTITY
- TYPOGRAPHY
- LAYOUT DESIGN
- PHOTO RETOUCH
- ATTENTION TO DETAIL
- DIGITAL MARKETING
- PRESENTATION DESIGN
- COMPOSITION
- ICONOGRAPHY
- ACCESSIBILITY
- USER-CENTERED DESIGN
- MOCKUPS

LEADERSHIP & STRATEGY

- PROJECT MANAGEMENT
- TEAM LEADERSHIP
- STRATEGIC THINKING
- CLIENT COLLABORATION
- PROBLEM SOLVING
- FAST LEARNER
- CROSS-FUNCTIONAL COMMUNICATION
- DESIGN CONCEPTS
- VISUAL STORYTELLING
- CREATIVE WORKFLOWS

TOOLS & SOFTWARES

- ADOBE CREATIVE SUITE
- AFTER EFFECTS
- MICROSOFT OFFICE
- WORKFRONT
- KEYNOTE
- ASANA

LANGUAGES



OTHER ACTIVITIES

- ICMAD Package Competition Finalist
- IBM Design Thinking Workshop 2017