MK Design Portfolio

An overview of my skills, products, and graphic design services.

MK DESIGN

Document Contents

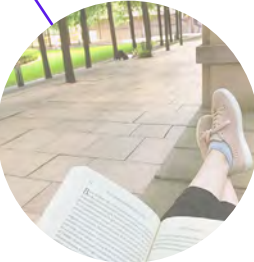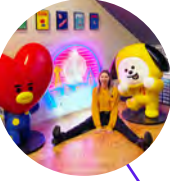# Meet the Designer

Hi! I'm MacKenzie.

I'm an Ottawa-based provisional RGD who deeply believes in work informed by data and user feedback. The times when I'm not designing, you can find me reading, hiking, and learning new languages.

This portfolio is a curated collection of work, to help you visualize what I can briwng to your projects. You are also welcome to visit my portfolio website at kenzie.design.

Find a copy of my resume here.

Should you have any questions or concerns, I encourage you to reach out to me by email at:
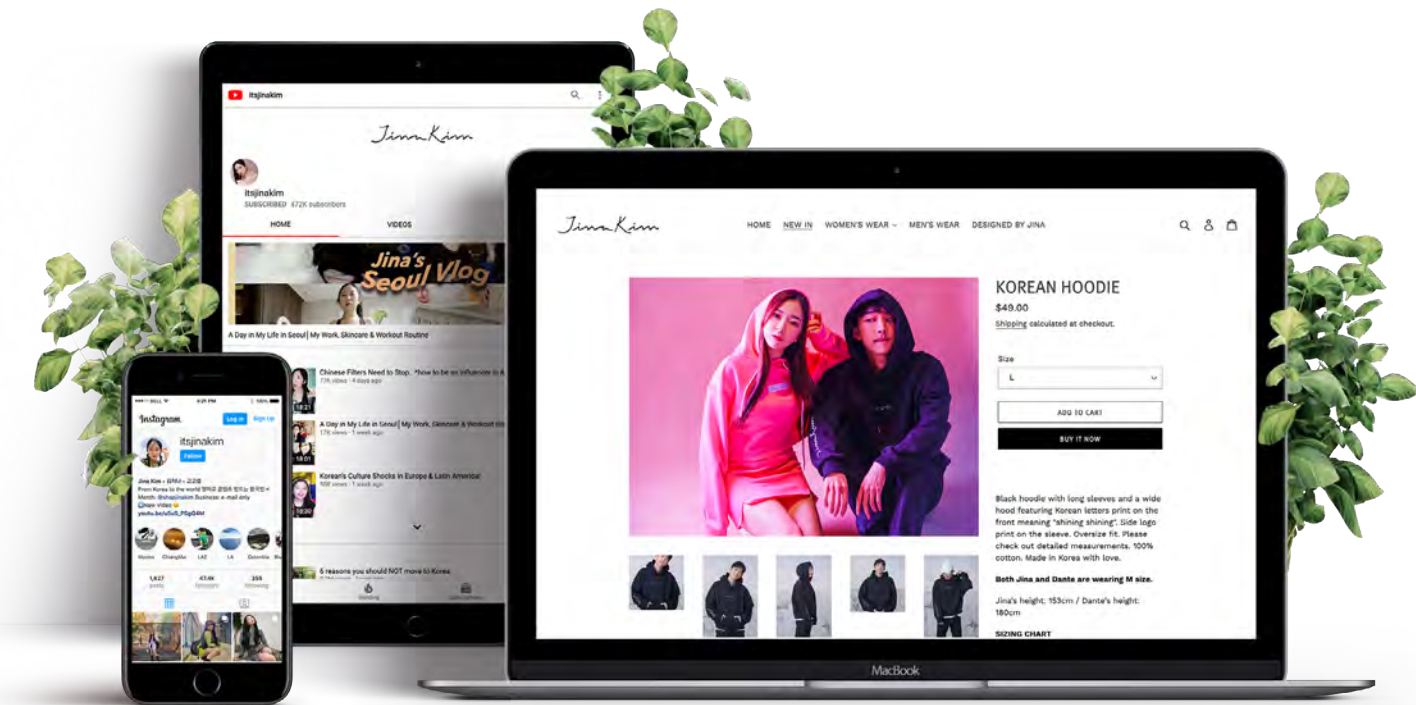
hello@kenzie.design

Branding

The strategic assets users associate with your products and services.

Jina Kim

Project Scope:

- Art Direction
- Brand Auditing
- Brand Strategy
- Custom Typography
- Rebranding

Read the full case study here.

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Peterkins

Project Scope:

- Art Direction
- Market Research
- Brand Creation
- Brand Guidelines
- Brand Strategy
- Digital Brand Assets
- Marketing Assets

UI/UX & Web

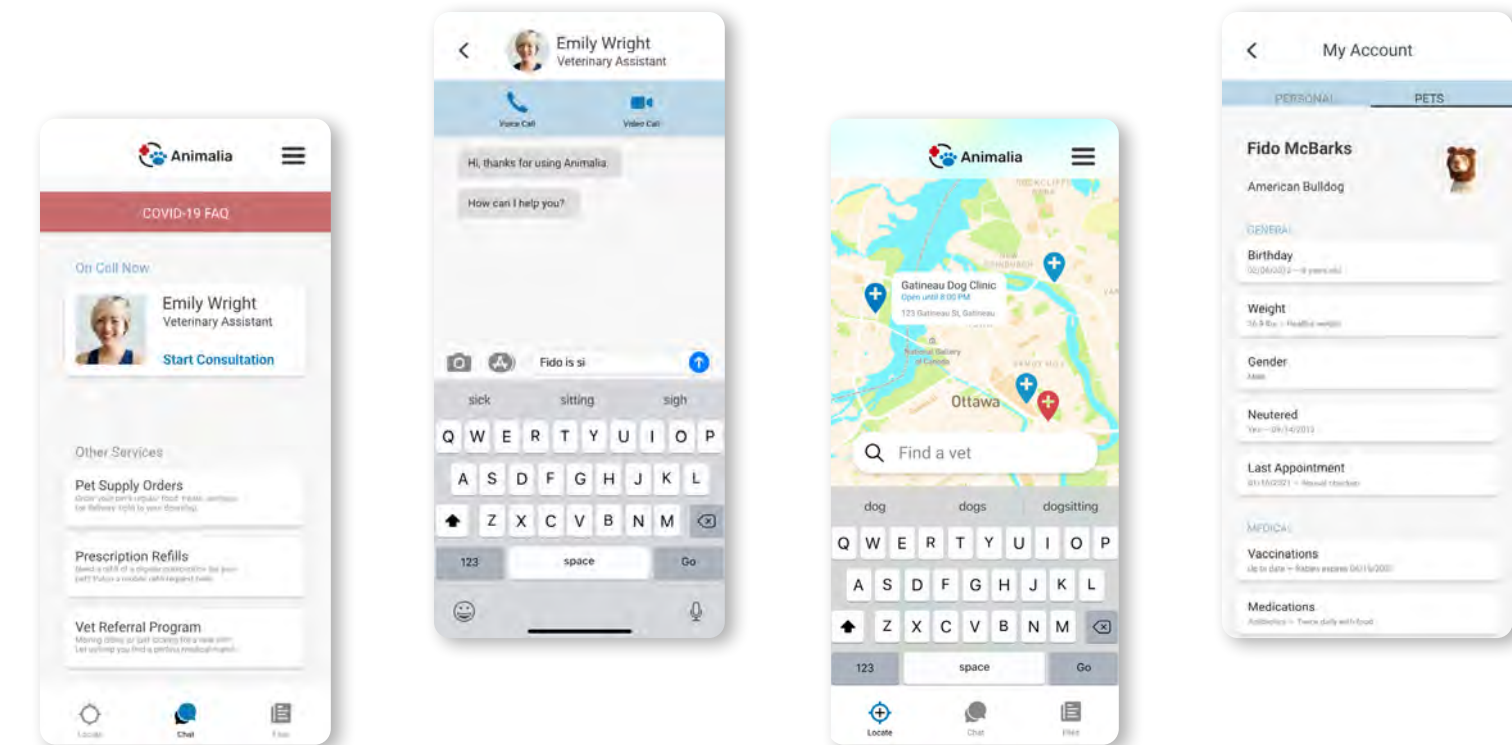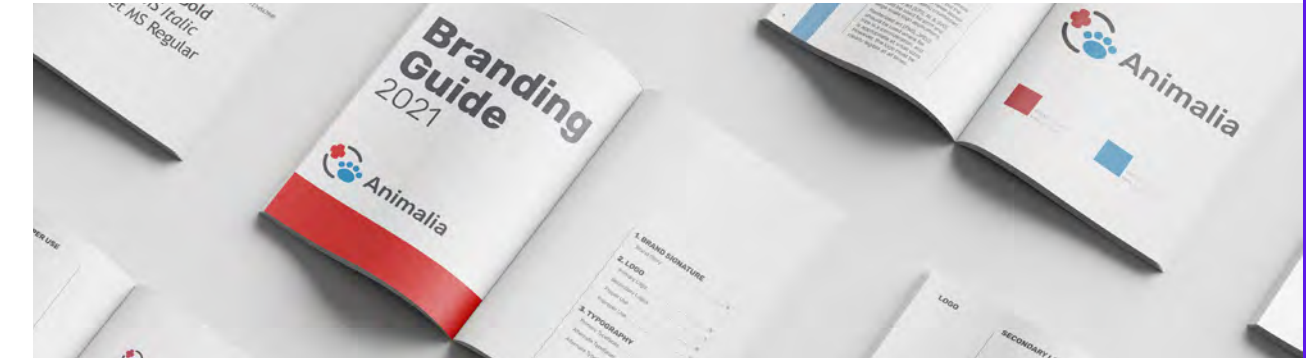The digital experiences users have with your products and services.

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Animalia

Project Scope:

- Art Direction
- Market Research
- Brand Creation
- Brand Guidelines
- Digital Brand Assets
- Wireframing
- Prototyping
- User Testing

Read the full case study here.

*Completed as a school project; features a fictional brand.

People Like Me

Project Scope:

- Art Direction
- Project Management
- Market Research
- Brand Creation
- Digital Brand Assets
- Prototyping
- User Testing
- Marketing Assets

Read the full case study here.

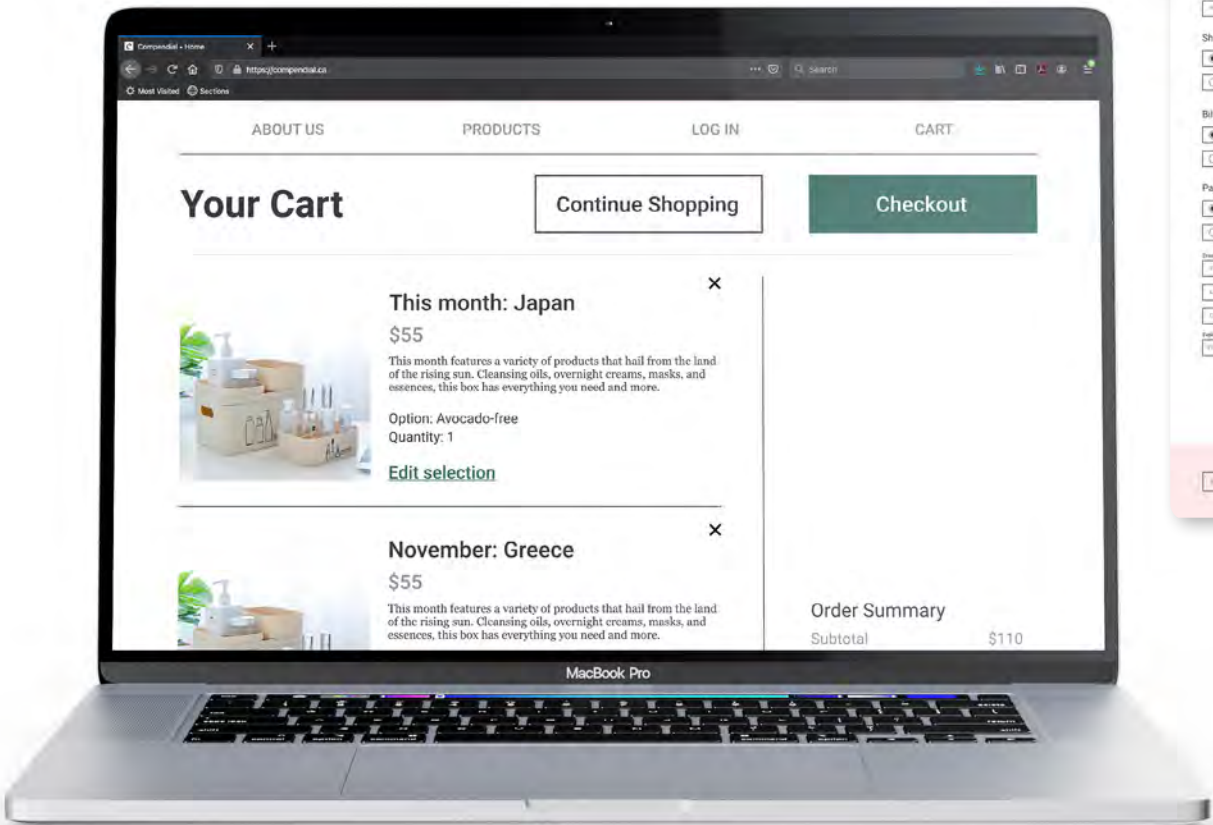*Completed as a project for an Adobe Design Jam; features a fictional brand.
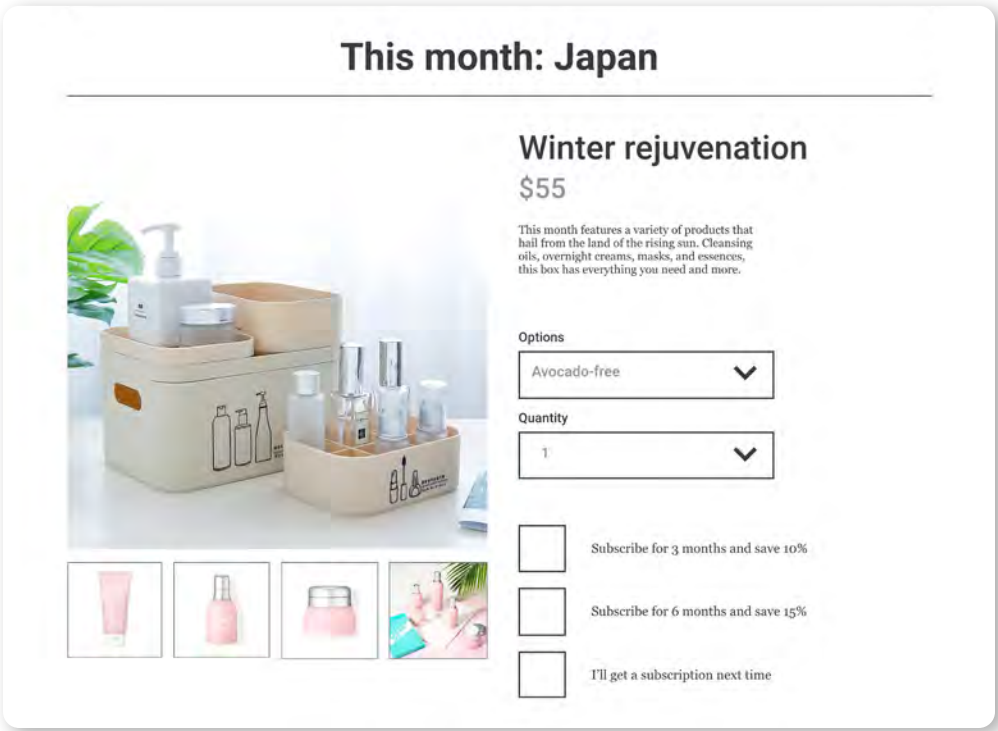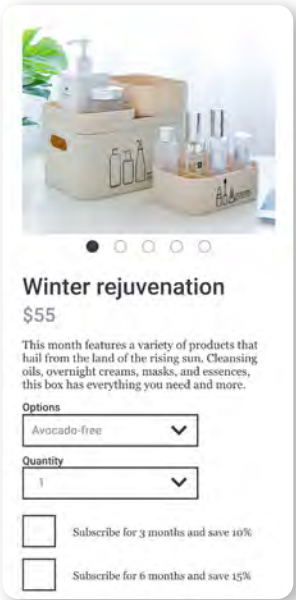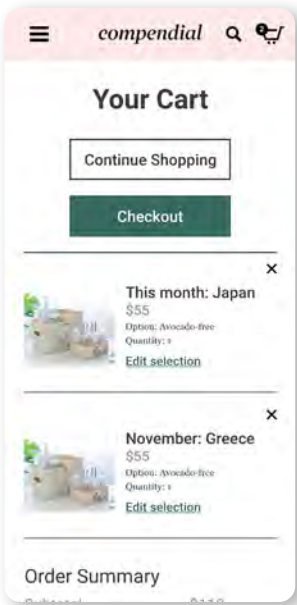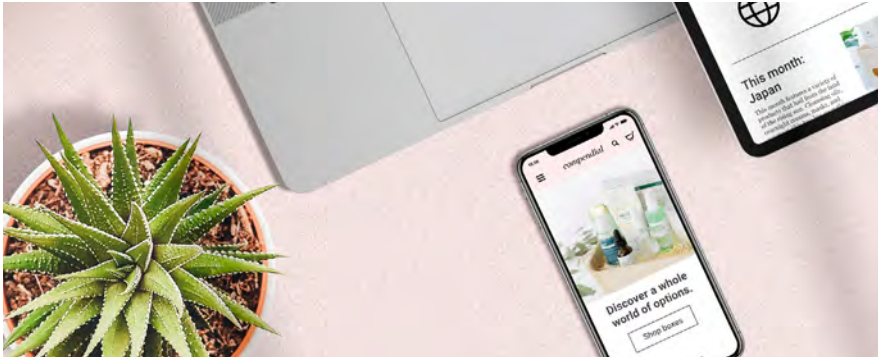
Compendial

Project Scope:

- Art Direction
- Market Research
- Brand Creation
- Responsive Layouts
- Wireframing
- Web Development
- Browser Testing
- Accesibility Testing

See the pattern library here.

See the generated website here.

*Completed as a school project; features a fictional brand.

Advertising

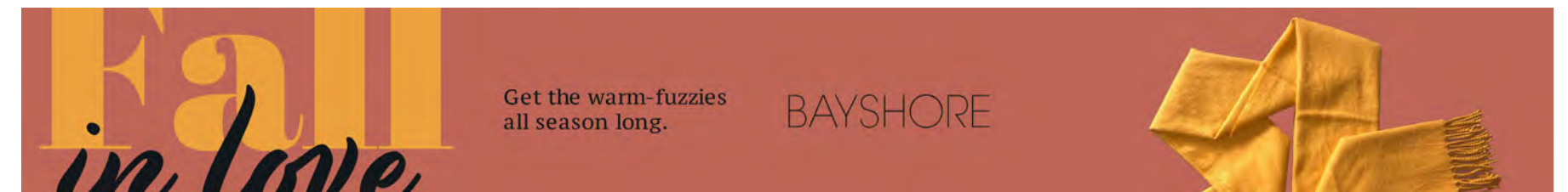**The creation, communication, and delivery of your products and services.**

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Bayshore

Project Scope:

- Art Direction
- Market Research
- Photography
- Photo Editing
- Flexible Layouts
- Marketing Assets

*Completed as a school project; the designer claims no professional affiliation with the Bayshore brand.

Fall in love
Sweater weather has never looked better. Come in today to find *your* perfect match.

Fall in love
Less talking, more walking. Let our new fall arrivals sweep you off your feet.
BAYSHORE

Fall in love
Less talking, more walking. Let our new fall arrivals sweep you off your feet.
BAYSHORE

Fall in love
Get the warm-fuzzies all season long.
BAYSHORE

HJZM

Project Scope:

- Art Direction
- Market Research
- Photo Editing
- Illustration
- Flexible Layouts
- Marketing Assets

Read the full case study here.

Kingston Today

Project Scope:

- Art Direction
- Market Research
- Brand Creation
- Brand Guidelines
- Brand Strategy
- Copywriting
- Flexible Layouts
- Marketing Assets
- Digital Brand Assets
- Motion Graphics

Use a phone camera for the full AR experience.

Thank you!