

# **Fieldwork & Professional Development**

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**A brief overview of the skills, products,  
and services I can provide.**

[ps: link to bonus content here](#)



# Fieldwork Overview

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**Project:** Fieldwork Placement  
**Start Date:** 15/03/2021  
**Project Deadline:** 23/04/2021

**Employer:** Sarah Witiuk  
**Phone Number:** (613) 331-2187  
**Email Address:** sarah.witiuk@gmail.com

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# Meet the Designer

## Hi! I'm MacKenzie.

I'm a graphic designer in my final year of study at Algonquin College. I also freelance through MK Design.

I am very much a technical creative, and find a lot of joy in research and process of design work. I deeply believe that good design is informed by data and strategy.

[You can find a copy of my resume here.](#)

The times when I'm not designing, you can find me reading, hiking, and learning new languages.

Thank you so much for your time. Should you have any questions or concerns, I welcome you to reach out to me any time by email at:

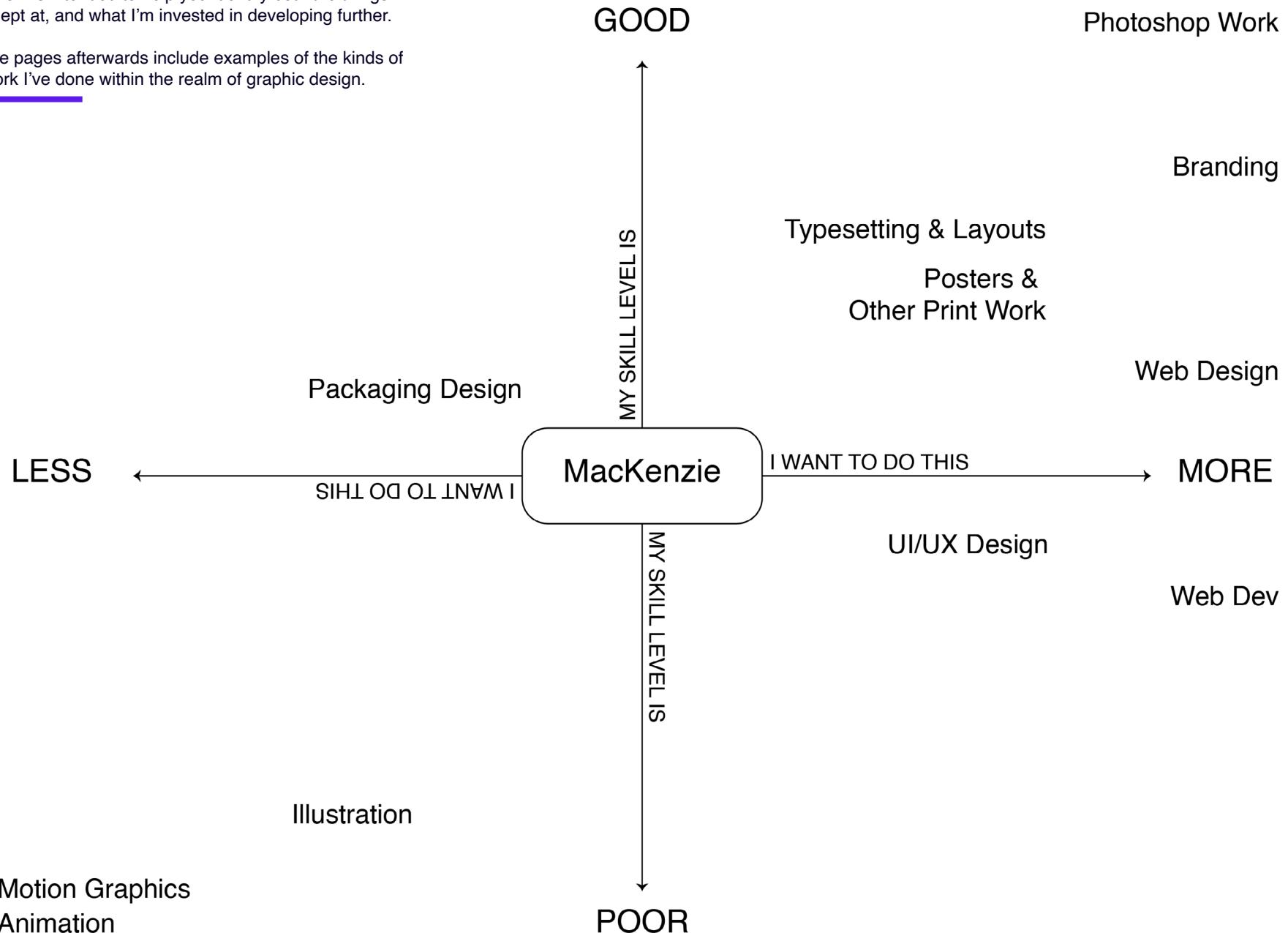
[hello@kenzie.design](mailto:hello@kenzie.design)



# Visualizing My Skillset

After nearly three years of schooling for graphic design, I've acquired a pretty diverse set of skills. The graphic below is intended to help you identify both the things I'm adept at, and what I'm invested in developing further.

The pages afterwards include examples of the kinds of work I've done within the realm of graphic design.

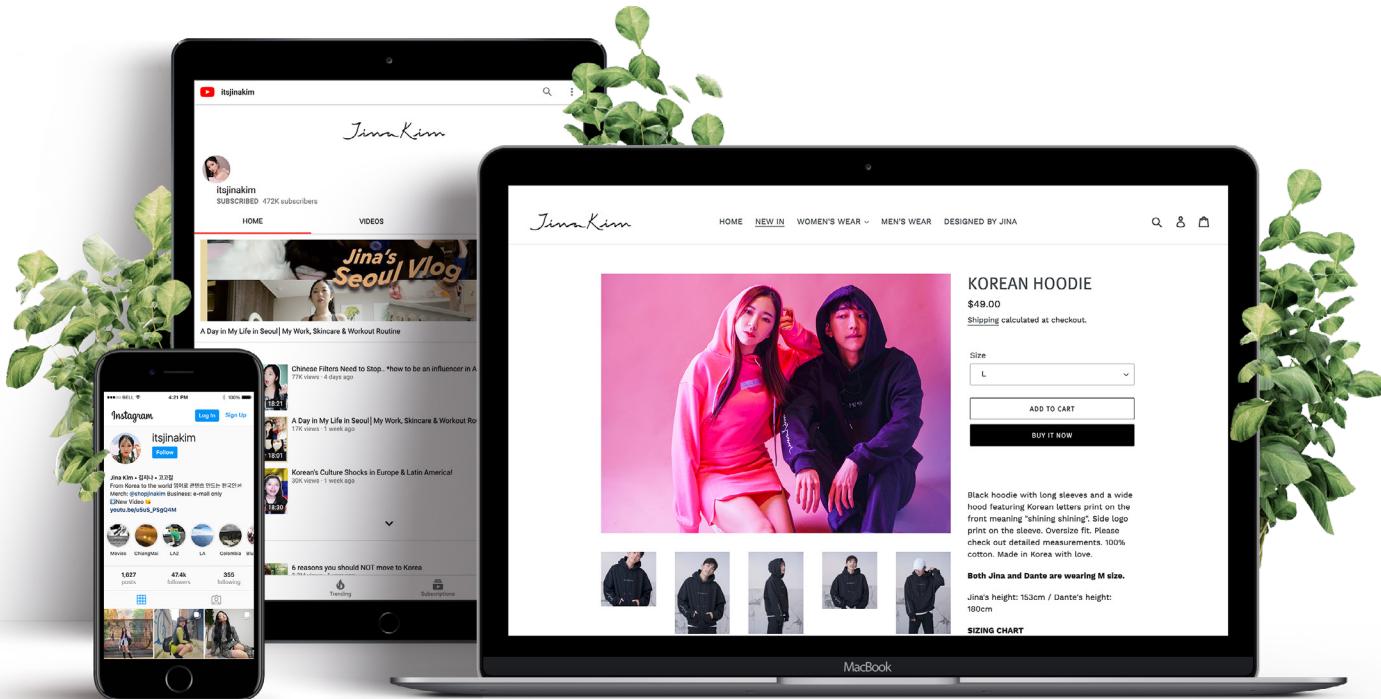


# Branding Work

## Jina Kim Rebranding

The key to a successful rebranding is finding the delicate balance between where a brand has been, and the places it wants to go.

[Read the full case study here.](#)



# Eaj Rebranding Proposal

How do you design a logo for someone you've never spoken to, without a creative brief, in a weekend?

[Read the full case study here.](#)



Single line construction of the letterforms allows for use in both shape and linework contexts



Minimalist skylines of LA and Seoul, representing the two countries and cultures that have shaped many of Jae's experiences



The minimal reference to rainstorms plays on the pensive, aesthetic qualities of eaJ's sound



An abstracted flower form, which "might just be a Rose"



Bass clef modified to look like a 'J'



The letters 'E' and 'A' are expressed through their musical staff counterparts (bass clef depicted for consistency)

# Digital Work

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## Album Promotion

Q: What do you get when you cross Photoshop and fandom? A: An inordinate amount of creative freedom, and potentially some pretty cool posters.

[Read the full case study here.](#)

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# Web Development

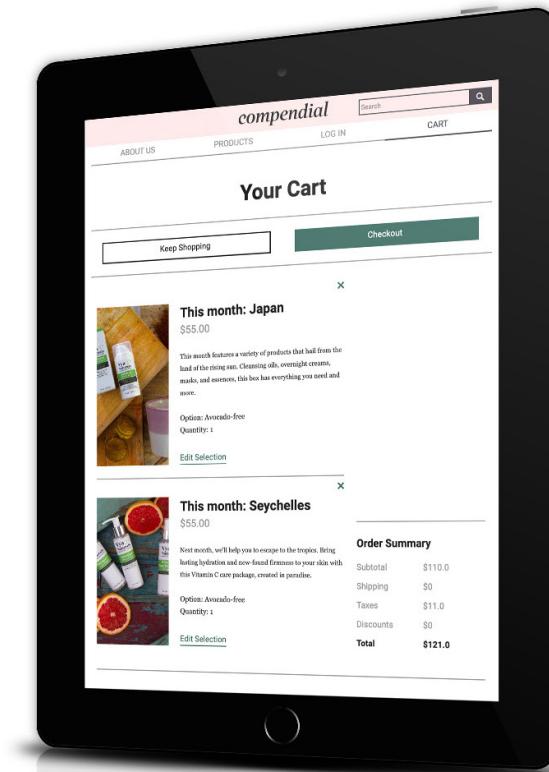
It's one thing to modify a template from a website builder like Squarespace, but a whole other beast to build something from the ground up.

Learning how to code has been an integral part of my journey through graphic design, and is something I'm determined to pursue further. It has informed my knowledge of accessibility standards, as well as my love for open source, equal access resources.

One of our first large coding projects involved designing and building select pages for a fictional e-commerce website. The goal was to consider and build each individual component (organized in a pattern library), and to eventually create a responsive site that could be generated from only a few lines of code.

[See the pattern library here.](#)

[See the generated website here.](#)

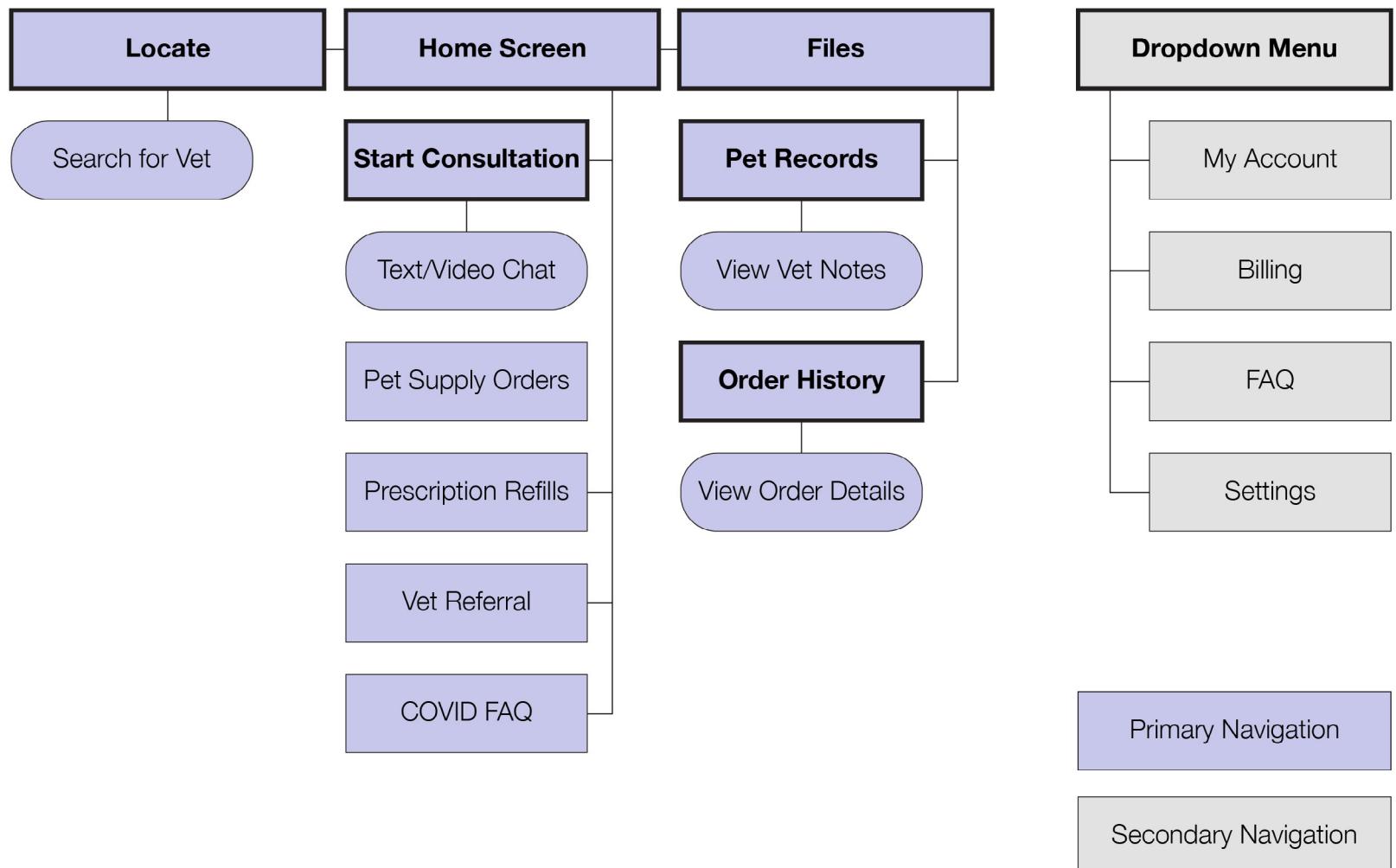


# Mobile App Design

Although I can't build a mobile app (yet), I have all the tools to research, design, build, and test prototypes for one. This kind of process can be applied to provide proof of concept for any digital infrastructure, including websites.

The bolded pages have been built in the linked example.

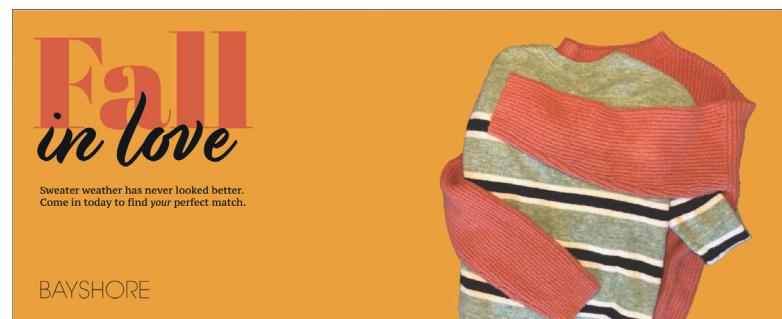
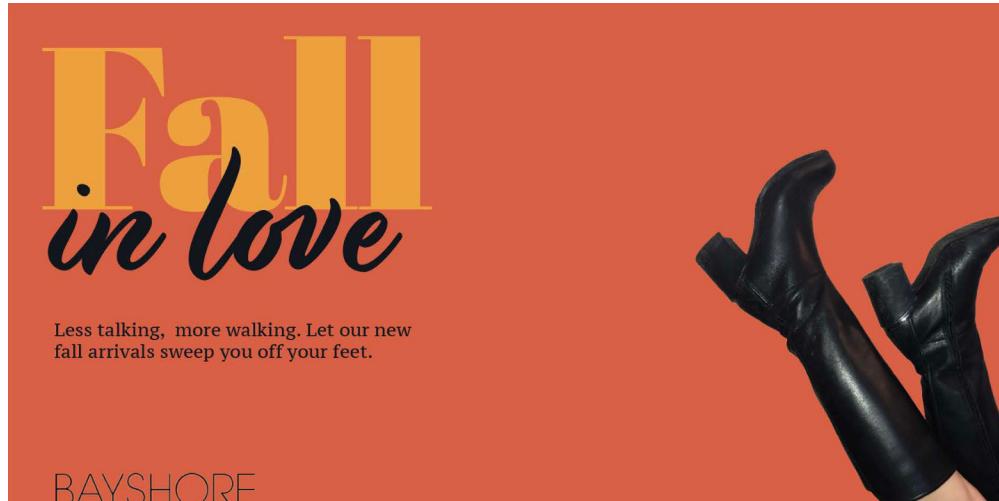
[Here's the low-fidelity prototype for the sitemap shown.](#)



# Other Design Work

My classes have afforded me chances to try a lot of different kinds of design work. Not everything fits neatly into case studies and my direct specialties, but it's still neat work that might be useful to you.

## Flexible Campaign Design



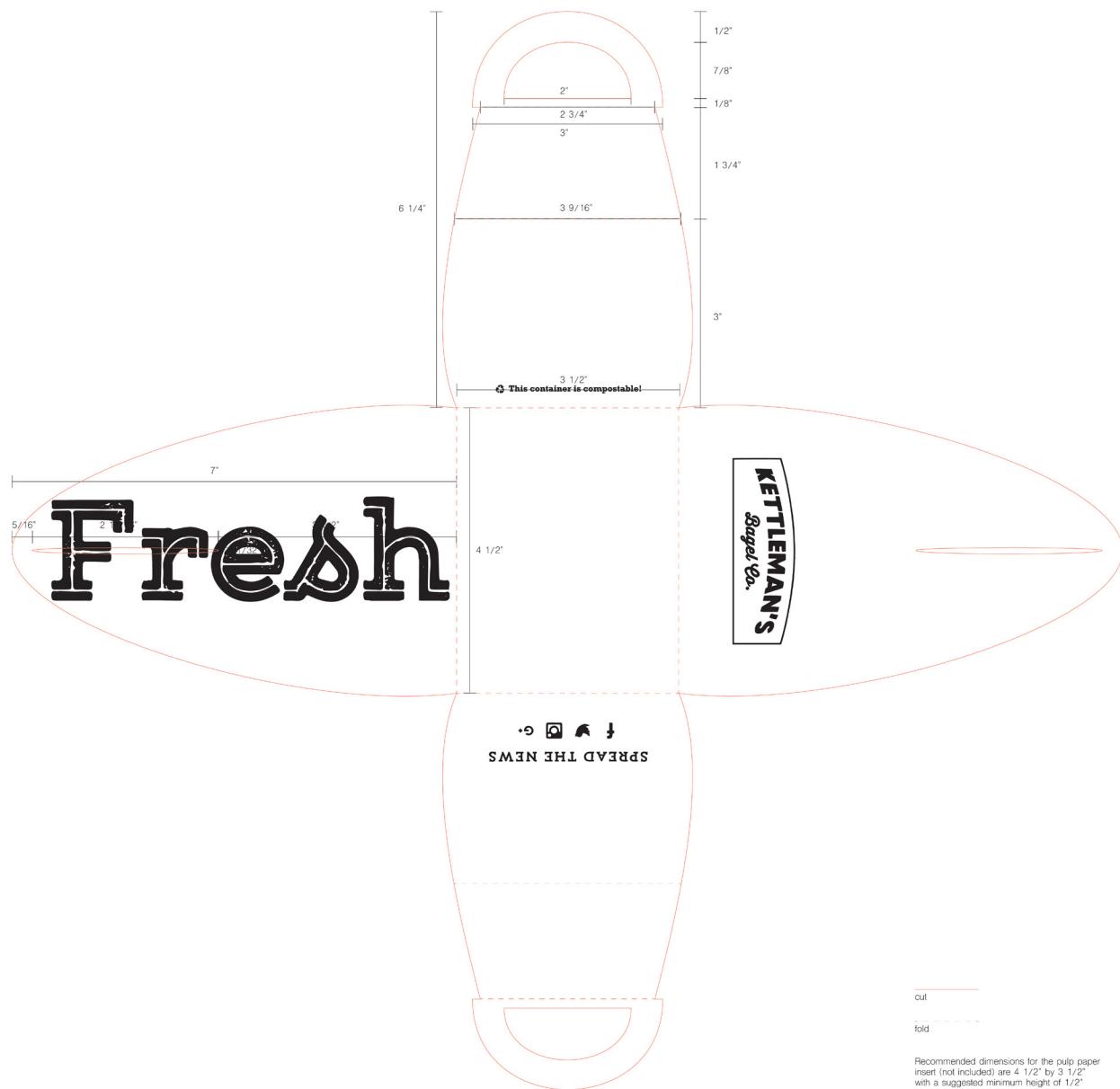
# Branding Guides & Other Documents



# Photo Editing & Poster Production



# Sustainable Packaging Design

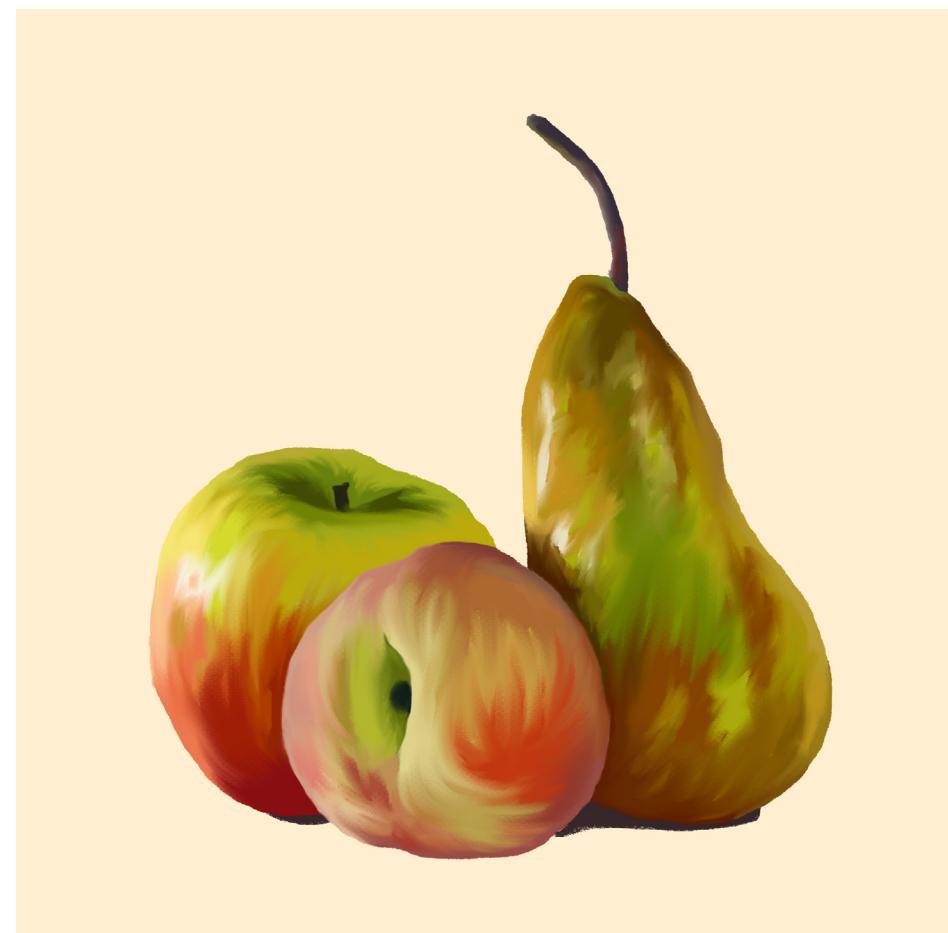


# Digital Illustration

CAUTION  
The emoji may call you.

CAUTION  WARNING  
The emotions you experience may call you on an adventure.

WARNING  
experience adventure.



# Typesetting & Print Advertisements



Thank you.

