

Isaac McKenna

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REFERENCES

Pat Arnold

Creative Director at Gupta Media

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Leah Beeferman

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Tracy Anderson

Journalism Teacher at Community High School

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EDUCATION

Brown University – Providence, RI

4.0 GPA Graduating Spring 2024

Earning a double-major B.A. in Modern Culture and Media & Visual Art with a focus on film and digital art.

Course topics: graphic design, film and audio production, drawing, film theory, digital art, screenwriting.

Community High – Ann Arbor, MI

3.97 GPA Graduated Spring 2020

Earned a high school diploma.

Leadership roles in journalism, jazz, and student government.

SKILLS

Adobe Suite: Illustrator, Photoshop, Premiere Pro, Indesign, After Effects

Other software: Blender, Ableton, Figma, web coding (HTML & CSS)

Journalistic: content editing, copy editing, publishing, delegation

Microsoft & Google Suites

HONORS

All-MIPA Designer: Top scholastic news designer award in Michigan

NSPA Awards: 1st and 2nd place for print & 2020 Pacemaker

National Merit Scholarship Semifinalist

EXPERIENCE

Gupta Media – Design Intern, Freelance Designer

Boston, MA | June 2022–present

- Developed social, print, and web assets for clients, including multiple divisions of Amazon, Fender, CID Entertainment, and more. Used static, motion, and 3D creative techniques to satisfy requests.
- Communicated directly with clients, attended pitch meetings, and assisted a team of 11 creatives and project managers in meeting deadlines of various lengths.
- Main designer on a summer-long effort to overhaul internal branding. Working with the marketing director, completely redesigned the internal capabilities deck, which will be sent to clients to show case studies and marketing strengths.

The College Hill Independent – Senior, Managing, & Design Editor

Providence, RI | September 2020–present

- Headed Providence's only alt-weekly newspaper with a staff of over 100 writers, editors, designers, and illustrators.
- Responsible for ensuring 20 pages of polished work weekly, with a focus on local progressive politics, literary work, personal narrative, and visual art.
- Hired new staff, led trainings, edited writing for content, and communicated with section editors and visuals staff.
- Also responsible for layout and visual coherency as graphic design editor. In this role, generated aesthetic direction for the paper, communicated with designers, edited all layouts, and finalized paper weekly.

Sound of Boston – Graphic Designer

Boston, MA | June 2022–present

- Graphic designer at a Boston-focused music blog. Responsible for creating Spotify playlist covers, social graphics, and web graphics.
- Led a project to overhaul the design of internal welcome documents. Curated fonts, created new visual assets, and reorganized content for consistency.

The Communicator Magazine – Print Editor in Chief, Design Editor

Ann Arbor, MI | September 2016–May 2020

- Led print publishing of a leading scholastic magazine in Ann Arbor, MI. Responsible for producing 50–100 pages of wide-ranging independent journalistic work, with a specific focus on visual direction and coherency.
- Received 1st and 2nd place in consecutive national awards ceremonies (NSPA), as well as multiple top awards in Michigan (MIPA).

The Left Lanes – Independent recording artist

Ann Arbor, MI | September 2017–2021

- Wrote, recorded, produced, and performed with The Left Lanes, an indie rock band from Ann Arbor, MI. Released a full length album under Youth Owned Records, and multiple singles independently.
- Managed finances, led branding and merchandise production, organized and booked shows and festivals.

Plum Market – Cashier

Ann Arbor, MI | June 2020 - December 2020

- Checked out customers at a local chain grocery store. Strong communication skills and product memorization absolutely necessary.
- Helped provide a comfortable experience to customers navigating pandemic shopping for the first time.