

Hey there! I'm Makenzie.

Visual Designer | UX Enthusiast | Music Fanatic

Portfolio

heymakenzie.com

Skills

- Creative Strategy
- Brand Design
- User Experience Design
- Motion Graphics
- Video Editing
- Performance Marketing

Tools

- Adobe Creative Suite
- Figma
- Wordpress
- Webflow
- Spark AR Studio

Education

2020 | BFA

**GRAPHIC &
INTERACTIVE DESIGN**

California State
University, Fullerton

2018 | AA

STUDIO ARTS
Cypress College

Awards

2021 | Best Digital Display
Ad, Animated, First Place
2020 | Best Multimedia Ad
Campaign, Second Place

Experience

JUNE 2022 – PRESENT

VISUAL DESIGNER - 98POINT6 | Seattle, WA

- Developed a wide variety of branded deliverables (web pages, ads, Google slides, pdfs, postcards, mailers, etc.) that represent and continually enhance the 98point6 brand.
- Expanded and maintained an extensive library of digital creative assets (e.g., new product screens and features and other assets used in creative projects) while implementing and streamlining organization systems.
- Collaboratively iterated and revised work with the creative team and stakeholders with an emphasis on brand growth.

AUG 2021 – MAY 2022

GRAPHIC DESIGNER - AMPUSH | New York City, NY

- Owned creative strategy and developed web assets using the Adobe Creative Suite aimed at hitting key performance metrics (e.g. click-through rate, conversion rate) across Facebook, Instagram, Twitter, and Pinterest native ad platforms.
- Worked closely with peers across Media Analytics, Marketing, Sales, and Product/Engineering, to develop design concepts and build collateral that will help advance the company's branding and business objectives.
- Acted as client-facing point of contact and attended weekly meetings; owned distribution and approvals of creative deliverables and managed client expectations on an ongoing basis.

MAR 2020 – JULY 2021

GRAPHIC DESIGN INTERN - OCTA | Orange, CA

- Worked remotely alongside Graphic Designers on external advertising campaigns with an emphasis on storytelling and community-building.
- Assisted Art Director with in-house and external design requests such as marketing materials, web visuals, one-pagers, e-books and emails.

NOV 2020 – JULY 2021

STUDENT ASSISTANT GRAPHIC DESIGNER - THE OFFICE OF DIVERSITY, INCLUSION, AND EQUITY PROGRAMS AT CALIFORNIA STATE UNIVERSITY, FULLERTON | Fullerton, CA

- Spearheaded website user experience research and design project to expand website accessibility and functionality.
- Completed daily digital marketing material design requests in collaboration with Diversity Office managers.

JAN 2019 – DEC 2020

GRAPHIC DESIGNER - THE DAILY TITAN | Fullerton, CA

- Oversaw and directed designs for Daily Titan logos, digital and print advertisements, and in-house event materials.
- Maintained consistent flow of advertisement placements into daily and weekly newspaper editions.
- Assisted webmaster with front-end WordPress tasks, post & tagging organization, and Daily Titan brand standards.