

# MCKENNA FELLOWS

DESIGNER & ARTIST

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## EDUCATION

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|--|---|
| B.A. Degree in Graphic Design<br>2012 - 2015 | <b>North Carolina State University</b><br>College of Design |
| Minor in Art + Design                        | College of Design   |
| Minor in Graphic Communications              | College of Education  |

## ACADEMIC ACHIEVEMENTS

- **Graduated Magna Cum Laude**
- **Dean's List Fall 2012- Fall 2015**
- **Member of the NC State University Scholar's Program**
  - "Pursued opportunities for personal and cultural development, engaged in activities to promote civic and global engagement, achieved academic excellence, and demonstrated a commitment to advanced academic inquiry through participation in this program for high-achieving students."
- **International Experience**
  - Studied Abroad at the Prague Institute in the Czech Republic in Summer 2014
  - Participated in the People2People Student Ambassador Program. Traveled to England, Ireland, Scotland, and Wales in 2009 as a Student Representative
- **Acted as a Teaching Assistant in an entry-level Graphic Communications course (Fall 2015)**
- **Photographed NC State College of Design's Art2Wear fashion show as well as two of the designer's collections. Photographs published on Art2Wear's public Facebook page and in NCSU media.**

## PROFESSIONAL DEVELOPMENT

- Extensive experience with Adobe Creative Cloud applications: InDesign, Illustrator, Photoshop
- Working knowledge of Adobe Creative Cloud applications: After Effects, Premiere, Character Animator, Lightroom, XD, Bridge, Dimension, Dreamweaver
- Experience with Microsoft Office: Word, Excel, Powerpoint, Outlook
- Fram.io, Wordpress, GoogleSites, Weebly, Wix, Solidworks, FormZ

## OTHER SKILLS

UX/UI, presentations, motion graphics, GIFs, photo editing, photo compositing, print collateral, social media templates, video editing, photography, iconography, illustration, retail displays, website design, email marketing, brand identity

### Social Media

Facebook, Instagram, Twitter (X), Pinterest, LinkedIn, YouTube, Snapchat, Tumblr

## EXPERIENCE

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|--|---|--|--|
| <b>KM Creations/ TOE</b><br>2020-Present<br>Raleigh, NC    | <b>Self Employed</b> - Owner, Prop Master, and Designer at KM Creations, my prop replica business. Curates and manages the online website and shop pages, social media pages, creates print collateral, and creates the props. Splits time with previous studio, The Other Edge, returning as a part-time graphic designer. | <b>ALPHA Marketing</b><br>2016-2017<br>Raleigh, NC | <b>Graphic Designer</b> - Produced visual material for product launches, print ads, collateral, promotions, trade shows, events, direct mail, email direct mail, packaging, online, social media, and interactive campaigns. Developed creative elements and visual concepts that were integrated into print, presentations, video, web, or multimedia programs. |
| <b>UFC GYM Corporate</b><br>2019-2020<br>Newport Beach, CA | <b>Senior Graphic Designer</b> - Design brand identity materials for print and web, including but not limited to manuals, catalogs, infographics, posters, sales collateral, and promotional items. Assist the videographer/photographer at video and photoshoots when necessary.   | <b>The Other Edge</b><br>2014-2016<br>Raleigh, NC  | <b>Part Time Graphic Designer</b> - Assisted with a wide range of projects for multiple global clients. Projects included rebranding campaigns, web design, video editing, and document layouts. Worked with TOE during classes at NC State University.  |
| <b>SURVEYME</b><br>2017-2018<br>Newport Beach, CA          | <b>Graphic Designer</b> - Designed UX and UI for SurveyMe's website, mobile application and social media. Translated needs from marketing teammates into functional, high-converting designs for email. Created templates, web banners, blogs, infographics, eBooks, social media posts and landing pages. .                | <b>CanesVision</b><br>2012-2013<br>Raleigh, NC     | <b>Production/Design Intern</b> - Created digital graphics for the "jumbo-tron" for the NHL's Carolina Hurricanes hockey team and NCSU Basketball displayed at PNC Arena. Also designed jumbo-tron assets for NCSU's Football. Worked with CanesVision during classes at NC State University.  |

