

McKenna Fellows

GRAPHIC DESIGNER & ARTIST



CONTACT ME



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mckennafellows.com



ABOUT ME

Hello! I'm McKenna— an experienced graphic designer and artist from Raleigh, North Carolina. I am a huge nerd, gamer, crazy cat lady, and sports enthusiast. I'm always prepared for any Star Wars trivia, video games with friends, sharing adorable pet photos, and jumping in goal in a pick up hockey game.

JOB EXPERIENCE

KM Creations

2020-Present
Raleigh, NC

Self Employed - 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, as a part-time graphic designer.

UFC GYM

2019-2020
Newport Beach, CA

Senior Graphic Designer - 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.

SURVEYME

2017-2018
Newport Beach, CA

Graphic Designer - Designed UX and UI for SurveyMe's website, mobile application and social media. Translated needs from marketing teammates into functional, high-converting designs. Created blogs, templates, web banners, infographics, eBooks, social media posts and landing pages.

ALPHA Marketing

2016-2017
Raleigh, NC

Graphic Designer - Produced visual material for product launches, print ads, collateral, promotions, trade shows, events, direct mail, email, packaging, social media, and interactive campaigns. Created elements and visual concepts that were integrated into print, presentations, video, and web.

The Other Edge

2014-2016
Raleigh, NC

Part Time Graphic Designer - Assisted with a wide range of projects for multiple global clients. Projects included rebranding campaigns, web design, video editing, presentation decks, and document layouts. Worked with The Other Edge during classes at NC State University.

Carolina Hurricanes

2012-2013
Raleigh, NC

Production/Design Intern - Created digital graphics for the "jumbo-tron" for the NHL's Carolina Hurricanes hockey team and NCSU Basketball displayed at Lenovo Center. Also designed jumbo-tron assets for NCSU's Football program. Worked with the Hurricanes during classes at NC State University.

EDUCATION

North Carolina State University College of Design

College of Design

College of Education

B.A. Degree in Graphic Design
2012 - 2015

Minor in Art + Design

Minor in Graphic Communications

- Graduated Magna Cum Laude
- Dean's List Fall 2012 - Fall 2015
- Member of the NC State University Scholar's Program
- 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
- International Experience: Studied Abroad at the Prague Institute in the Czech Republic in Summer 2014 and participated in the People2People Student Ambassador Program. Traveled to England, Ireland, Scotland, and Wales in 2009 as a Student Representative

SKILLS

- Extensive experience with Adobe Creative Cloud applications: InDesign, Illustrator, Photoshop
- Working knowledge of Adobe CC applications: After Effects, Premiere, Lightroom
- Experience with Microsoft Office: Word, Excel, Powerpoint, Outlook
- Social media design experience: Facebook, Instagram, Twitter (X), Pinterest, LinkedIn, YouTube, Snapchat
- Other software: Fram.io, Wordpress, GoogleSites, Weebly, Wix, Blender, Nomad Sculpt, Google Slides
- Additional skills: UX/UI, motion graphics, GIFs, photo editing, photo compositing, social media templates, iconography, video editing, illustration, retail displays, website design, brand identity, mural painting