

Mackenzie Scovel

Creative Visual Strategist



A passionate graphic designer with a Fine Arts background, committed to creating visually engaging designs that resonate with audiences. Collaboration with influencers and non-profits, delivering impactful projects that received public endorsements. Additionally, I manage Art_by_MackenzieScovel, where I produce custom event materials and collaborate with Grand Valley State University on special visual initiatives. My skill set includes digital branding, event visuals, logo design, and social media campaigns, complemented by my proficiency in Webflow and AI-driven creative solutions. I also have a keen eye for photography, capturing moments with artistic flair. With a dynamic approach to both design and storytelling, I'm ready to bring your vision to life.

Experience

Social Media Content and Graphic Designer - Tapestry 360 Health

January 2025 - Present

- I design targeted visual content that drives a 30% increase in website engagement.
- My responsibilities include creating impactful graphics such as appointment reminders, weekly recipes, and women's health-focused content, all tailored to resonate with the target audience.
- I manage the scheduling and optimization of posts across various social media platforms to enhance reach and engagement.

Social Media Content Producer/ Lead Designer- Rsquare Media

May 2024 - November 2024

- Transformed non-profit event flier for social media Influencer and celebrity within a few hours, which she loved with a public video endorsement.
- Worked with the President of Co-op City Toastmasters Bronx, NY to develop eye-catching promotional collateral, which everyone loves and responded well to.
- Worked with the CEO of Dynamite Networking group to develop eye-catching promotional collateral for the 2024 events calendar

Michael Lynn Animation Studio- Graphic Design Intern

January 2023 - Present

- Collaborated with agency owner to design his logo in three weeks, after nine design approaches
- **PROJECT MANAGEMENT:** Efficiently manage multiple projects simultaneously while maintaining a high level of attention and meeting their deadlines.
- Collaborate in designing versatile carousel posts for Instagram, tailored to showcase the company's diverse projects while maintaining brand consistency and visual appeal.

MacKenzieScovelDesigns- Founder

January 2019 - Present

- Bespoke Designs for Bespoke Events' like Wedding and Engagement Save the Dates
- **PHOTOGRAPHY:** Hired by Grand Valley State University to Document the UnRaveled BFA Graphic Design Exhibition Set Up Process and Reception Three Days Later.
- Selected to design book cover for future New York Times Best Seller.

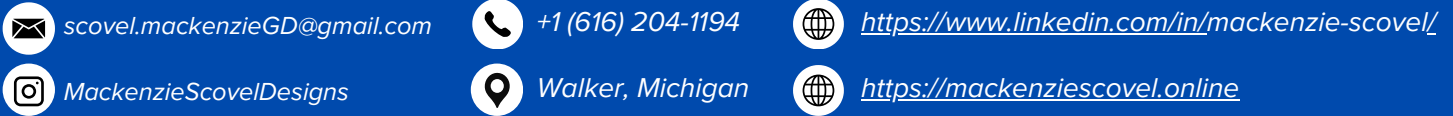
Ceva Logistics- Graphic Designer and Social Media Intern

January 2024- June 2024

- Worked closely with the marketing and communication teams to develop creative solutions for company initiatives and events.
- Incorporated feedback from supervisors and team members to refine designs and meet project objectives.
- Managed and organized design files, ensuring efficient workflow and version control.

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Education

Grand Valley State University

January 2019 - April 2024

- B.F.A in Graphic Design
- Vice President of GVSU's Design Club
- 3.5 GPA

Winter Semester 2024

Grand Rapids Community College

September 2011 - December 2018

- A.F.A in Studio Art
- Deans List

Winter 2017

Skills

- Microsoft Office Suite
- Typography
- Canva
- Adobe Creative Cloud
- Marketing Collateral Design
- Webflow
- Attention to Detail
- Brand Storytelling
- Content Creation
- Mobile App Design

- Event Collateral Designs
- Video Editing
- Adaptability
- Time Management
- Logo Creation
- HTML And CSS Knowledge
- Communication and Collaboration
- Team Work
- Social Media Scheduling
- Thumbnail Creations

REFERENCES AVAILABLE UPON REQUEST