Mackenzie Scovel

Graphic Designer

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🔗 mackenziescovel.online in linkedin.com/in/mackenzie-scovel 📷 Art_by_MackenzieScovel

Mackenzie Scovel, a passionate graphic designer with a Fine Arts background, excels in creating visually engaging designs that resonate. With experience at Rsquare Media, I've collaborated with influencers and non-profits, delivering projects that received public endorsements. Additionally, I manage Art_by_MackenzieScovel, producing custom event materials and collaborating with Grand Valley State University on special projects. Skilled in both digital branding and event visuals, I'm adept at tackling challenges across logos and social media campaigns, ready to bring your vision to life.

PROFESSIONAL EXPERIENCE

Tapestry 360 Health, *Social Media/Graphic Design Intern* ⧉   January 2025 – present
Chicago, United States

-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.

Michael Lynn Animation Studio, *Graphic Design Intern*   January 2023 – present
Grand Rapids, United States

-Collaborated with Agency Owner to Design his Logo in Three Weeks, After Nine Design Approaches
 -Graphic Design Work for Agency Clients: Logos, Websites, and Marketing Collateral
-Collaborated with Agency Owner and Head Graphic Designer to Develop ScaVengers Logo (Interactive Game)
-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.

Art_by_MackenzieScovel, *Founder*   January 2019 – present
-Bespoke Designs for Bespoke Events' like Wedding and Engagement Save the Dates
-Art Directed Summer and Fall Engagement Photoshoot for Clients
-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
-Selected to Design Tshirt for Client

-Designed two professional logos for Michael Lynn Animation Studio, including *Night on the Titanic* and *Dad vs Dad,*showcasing creative storytelling and brand identity.

Rsquare Media, *Social Media Content Producer*   May 2024 – November 2024
                                                                                                              New York, United States

-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
-Co-created zodiac themed graphic with the CEO of Rsquare Media to enhance team culture and dynamics

EDUCATION

Grand Valley State University,   August 2019 – April 2024
Bachelors of Fine Arts-Emphasis In Graphic Design   Grand Rapids, United States
Activities and societies: Board Member for the Graphic Design Club at Grand Valley State University-Vice President (Winter 2024)
-3.4 GPA

Grand Rapids Community College, *Associates of Fine Arts*   August 2011 – April 2019
                                                                                                              Grand Rapids, United States

Dean's list in 2018

SKILLS

- Adobe Creative Suite
- Typography
- Social Media Scheduling
- Attention to detail
- Wireframing and prototyping
- Marketing Collateral Design

- Design Thinking
- Brand Storytelling
- Communication and Collaboration
- Responsive Website Design
- HTML/CSS knowledge
- Mobile App Design

- Logo creation
- Content Creation
- Time Management
- Adaptability
- Video editing
- Event Collateral Creation