

design by

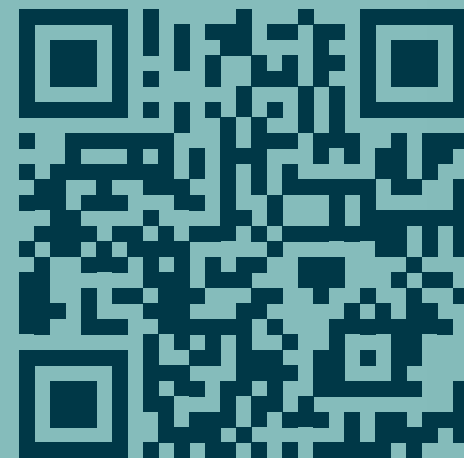
ME

*me design:
design by me.*

Mckenzie Elkins Cleghorn



Scan or click to
watch brand video



FRIO Vodka

Packaging Design • March 2023

I designed this brand from the ground up; from the bottle design to the brand identity. The image on the back of the bottle is the beautiful “Frio River” bed in Texas, making this vodka perfect for a refreshing mixed drink.

FrioVodka.com



evr



Evr Body Cleansing Wipes

Packaging Design • October 2025

I was the art director on this project, working closely with the designer to make sure the visual identity matched our core goals. We built this brand from the ground up: from naming the product and creating a brand board to designing every piece of packaging and working with a print manufacturer in China to ensure custom details were produced correctly. I provided creative feedback and direction to the designer at every step of the process.

This product will be on Walmart shelves!





Rio Agave Tequila

Packaging Design

I developed Rio Agave Tequila, the sister brand to FRIO Vodka. Drawing inspiration from FRIO's double-back label, I enhanced the design with a die-cut back label to create a striking visual impact. By collaborating closely with the production team, we introduced a clear wrap-around label concept that prevents peeling while showcasing the intricate agave cutout.

RioAgave.com/Tequila

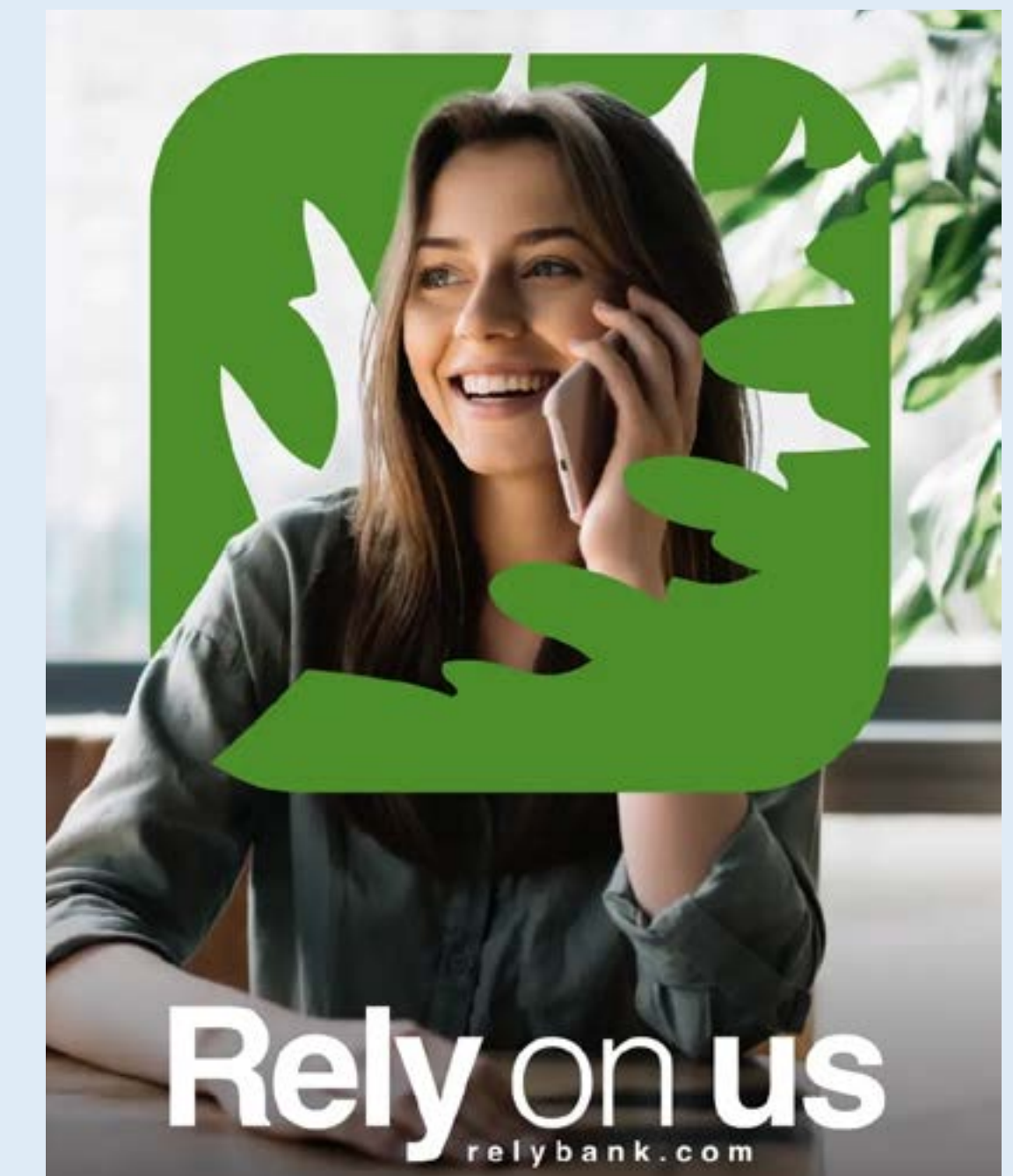
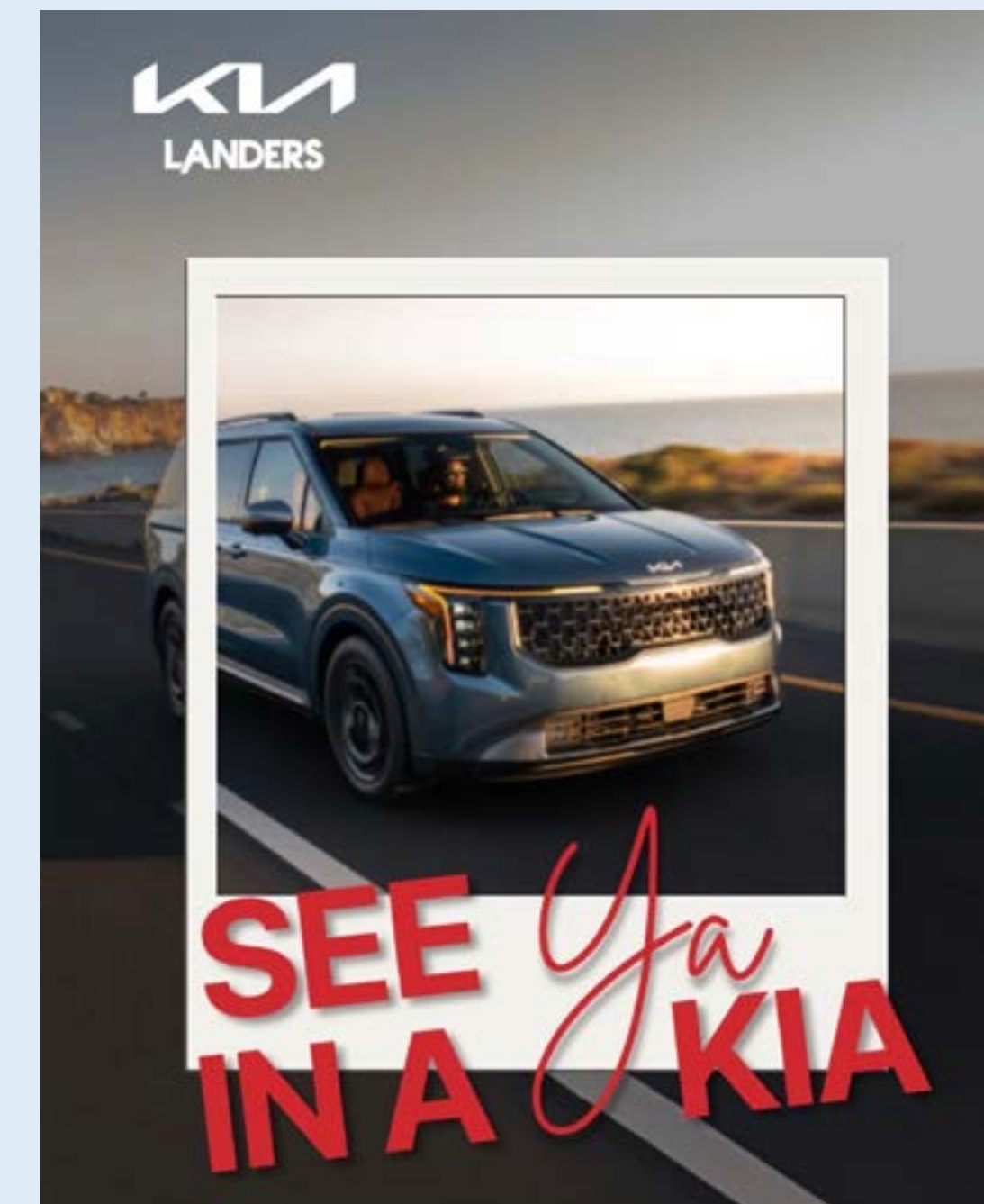
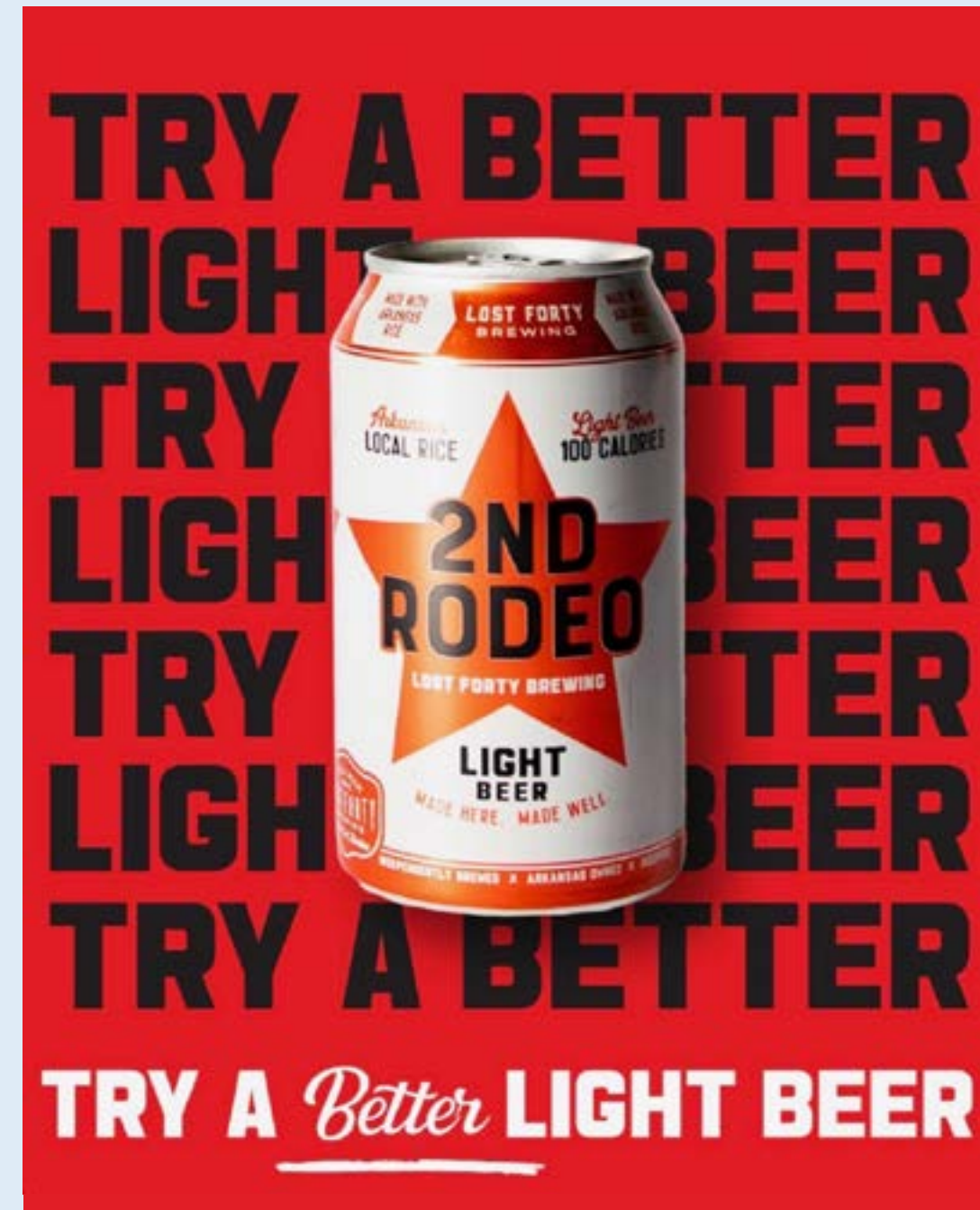


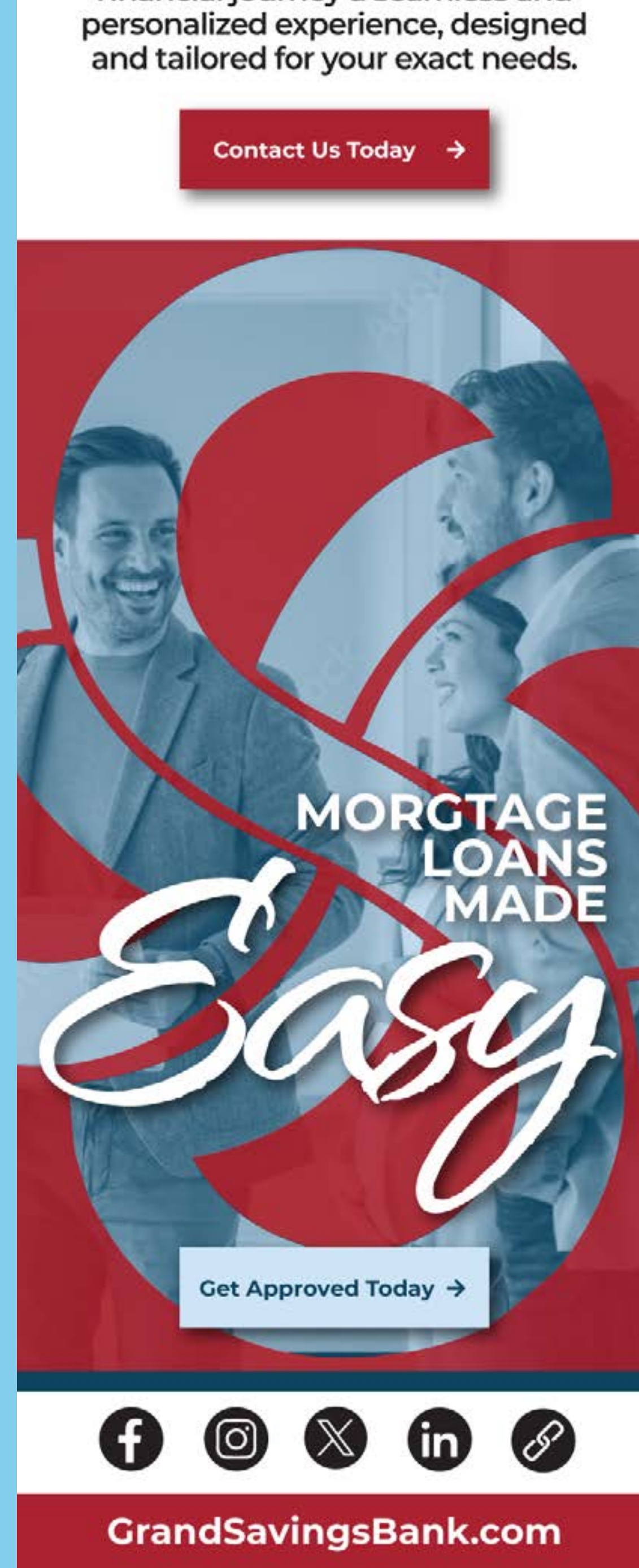
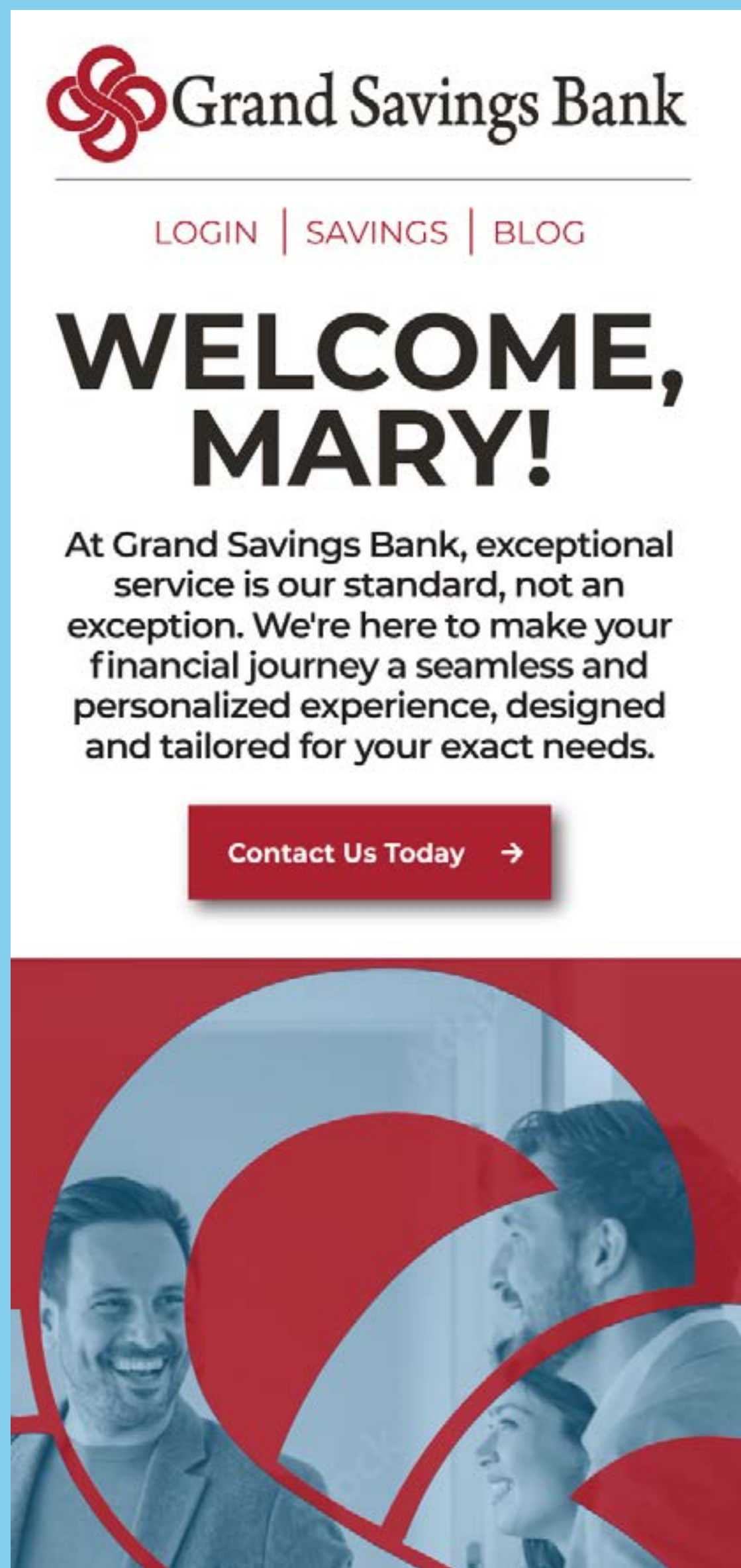
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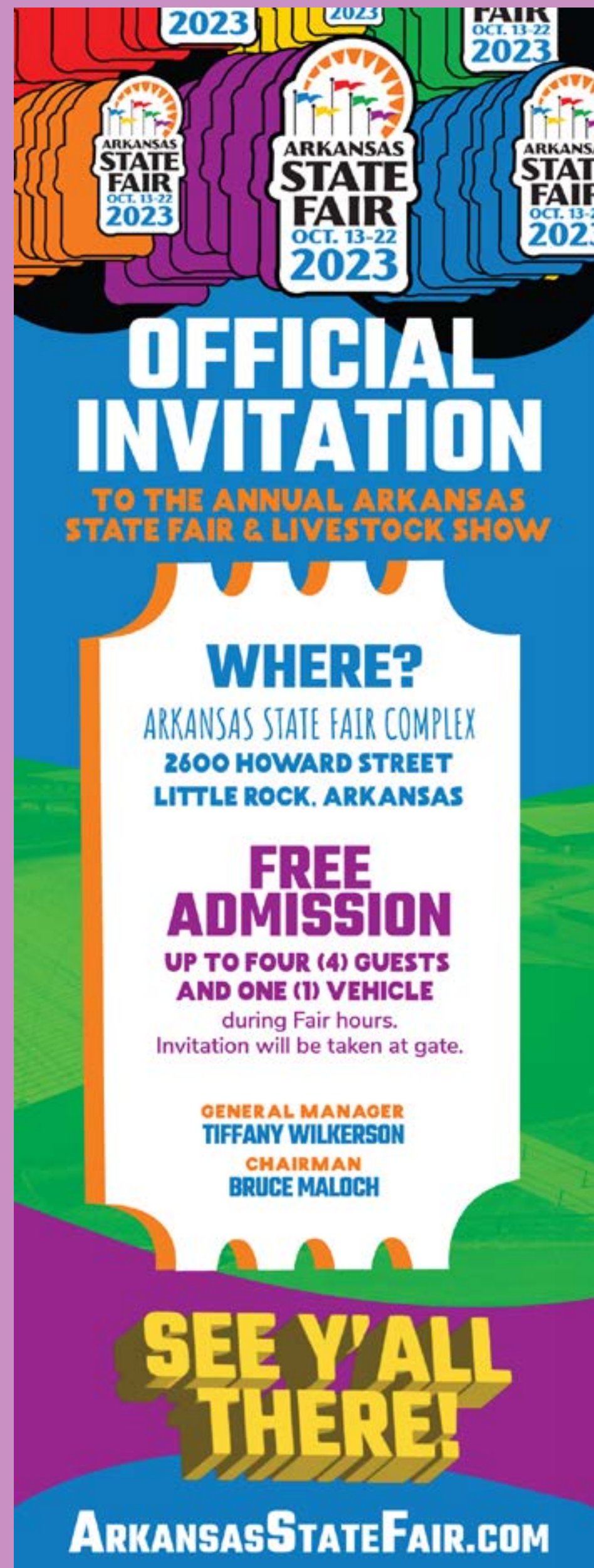
Social Media Posts

Various • Various

Here are some paid and organic posts
I've created over the years.





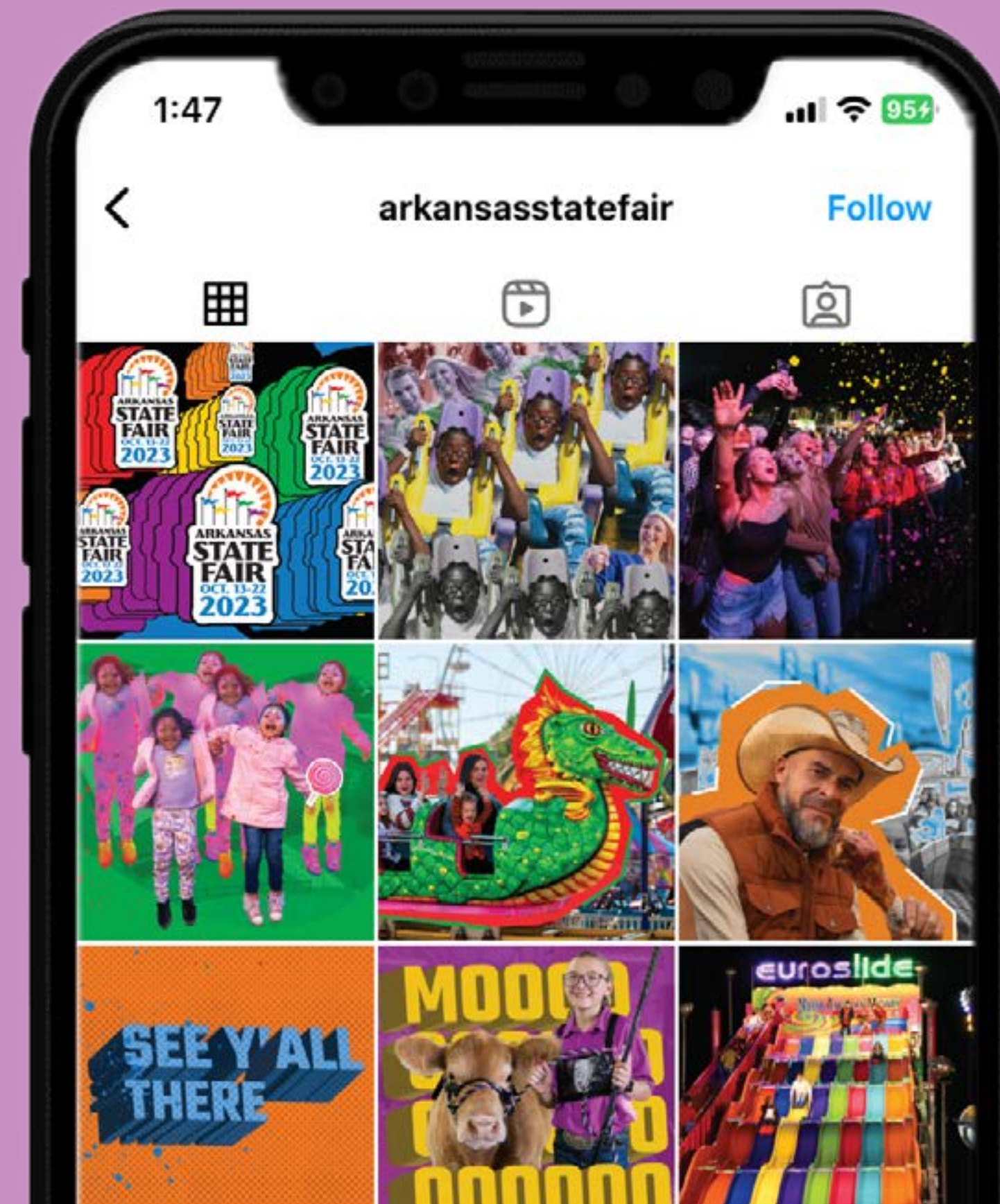


2023 Arkansas State Fair

Branding • May-Oct 2023

For this project, I re-branded and created a variety of assets for the Arkansas State Fair. This theme was inspired by 80's pop art and video games. I was the lead designer for all assets this year, from print invitation for animated digital ads.

ArkansasStateFair.com





Logo Designs

ProCreate, Illustrator

I specialize in designing logos across a variety of industries, including healthcare and events. With strong illustration skills, I create distinctive, one-of-a-kind designs that make a lasting impression.





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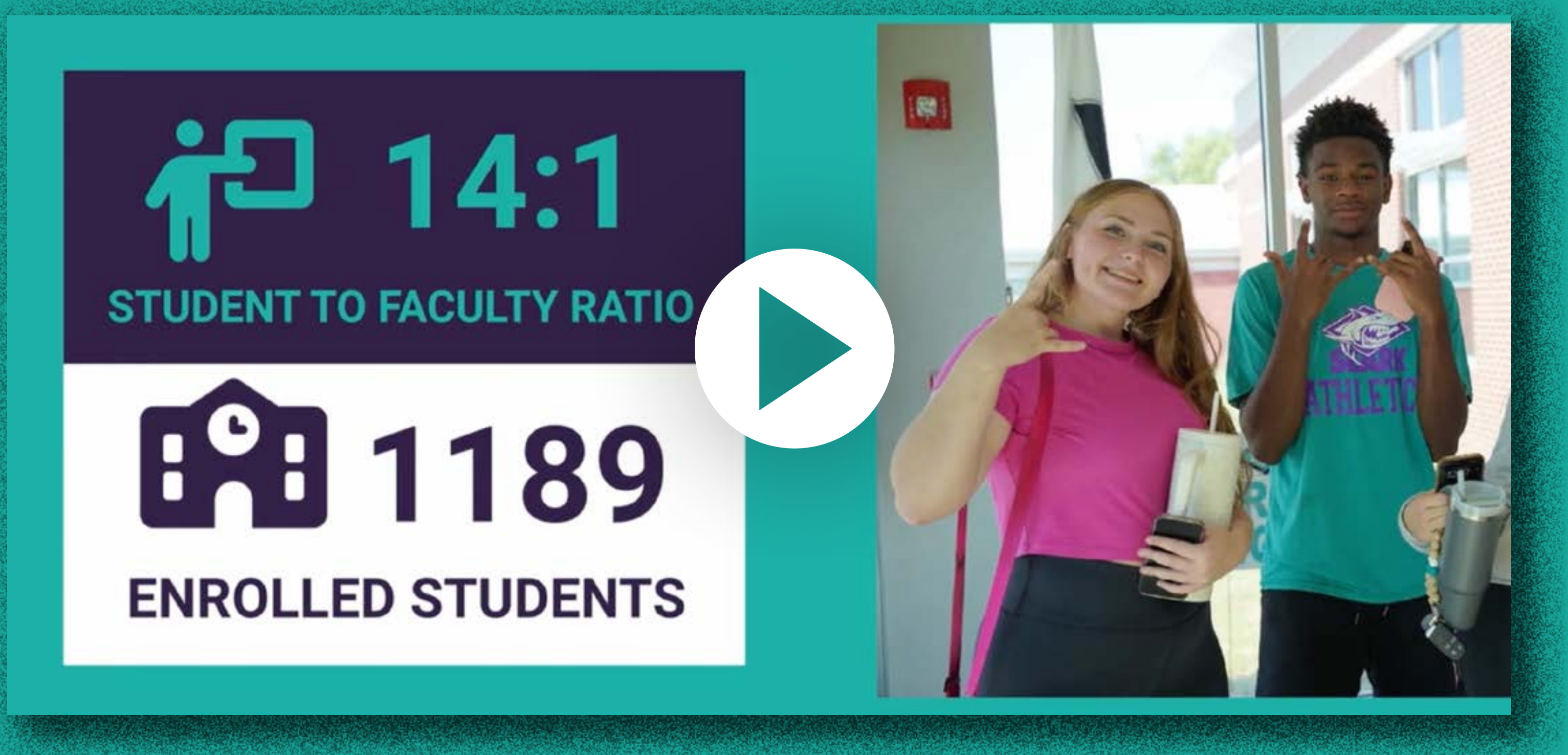
I-430 & Colonel Glenn Rd.

Lumber1 Garden Center

Photography, social, print • various

When it comes to gardens, good design starts with good photography. I've taken hundreds of photos for Lumber1 garden center, concepted the campaign with the brand manager, and designed their ads across social platforms, digital media placement, print magazine ads, billboards, and more.





Southeast Arkansas College

Brand Refresh • Oct 2023

For this project, I re-branded and created a variety of assets for SEARK. I streamlined their ads to better communicate each campaign as shown to the right.



Scan or click to watch brand video



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER





Radiant Wellness

Brand Refresh • Oct 2023

I gave this brand a facelift by adding lots of textures, colors, patterns and shapes. This brand needed to be elevated and chic while still showcasing their holistic approach to wellness.



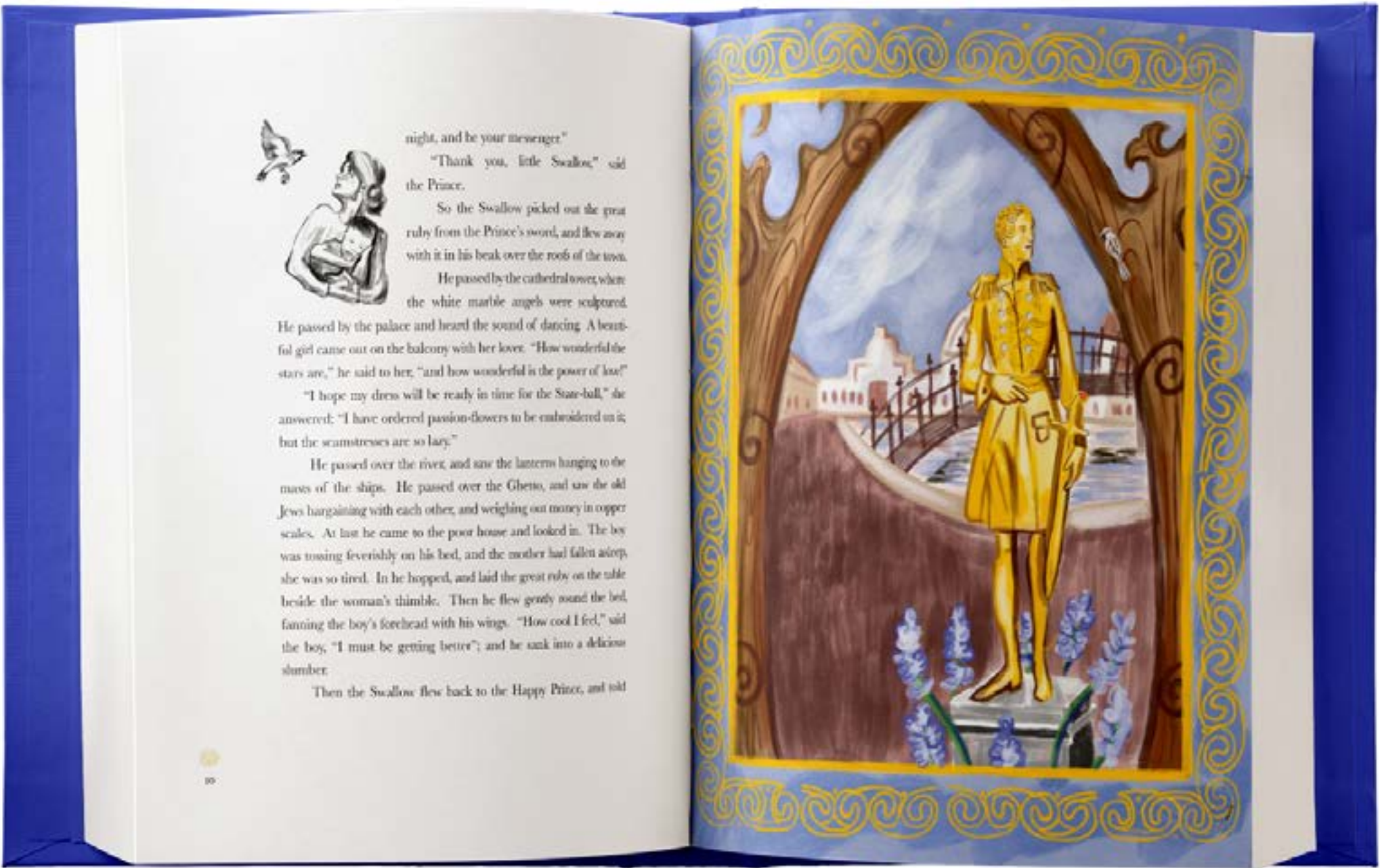
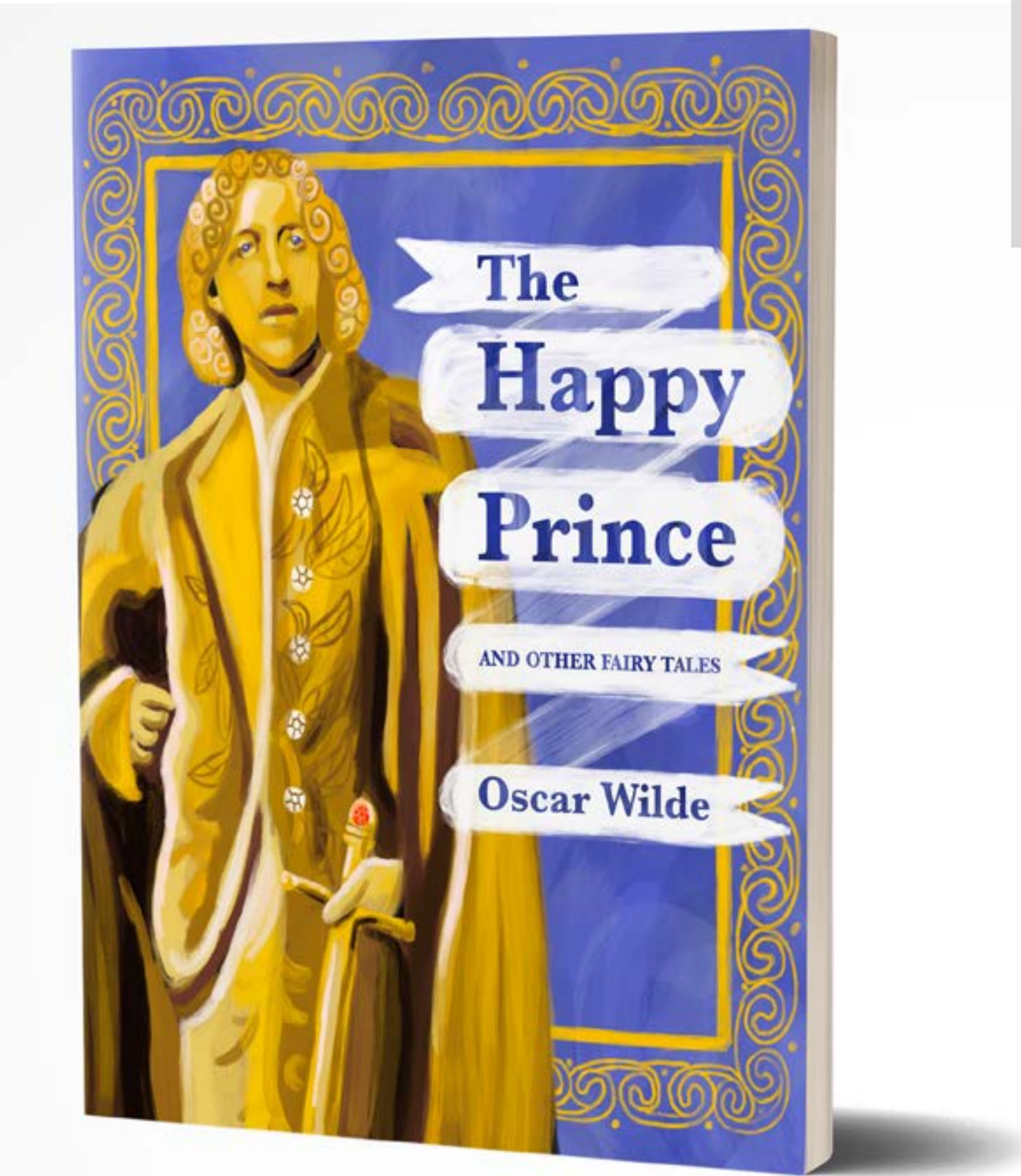
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The Happy Prince

Book Design • Dec 2021

In this project I designed the typography, book cover, and illustrations for The Happy Prince.





The Wild Boy

Book Illustration

I illustrated this short story that is soon to be published.



Magazine Ads

Magazine Design • 2023-2024

I design magazine ads for several clients including Lumber1, Design1, and Arkansas State Fair.





FIN

Thank You

for taking the time to look at my portfolio.

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