

design by

ME

*me design:
design by me.*

Mckenzie Elkins Cleghorn

evr



Evr Body Cleansing Wipes

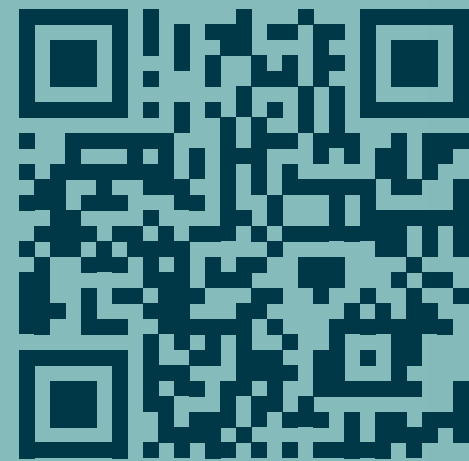
Product Design • October 2025

I was the art director on this project, working closely with the designer to make sure the visuals stayed true to the brand. I also managed communication between the team, which included our brand manager, designer, and other creatives, to keep everything running smoothly and on schedule. This product will be on Walmart shelves!





Scan or click to watch brand video



FRIO Vodka

Product 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



Rio Agave Tequila

Product Design

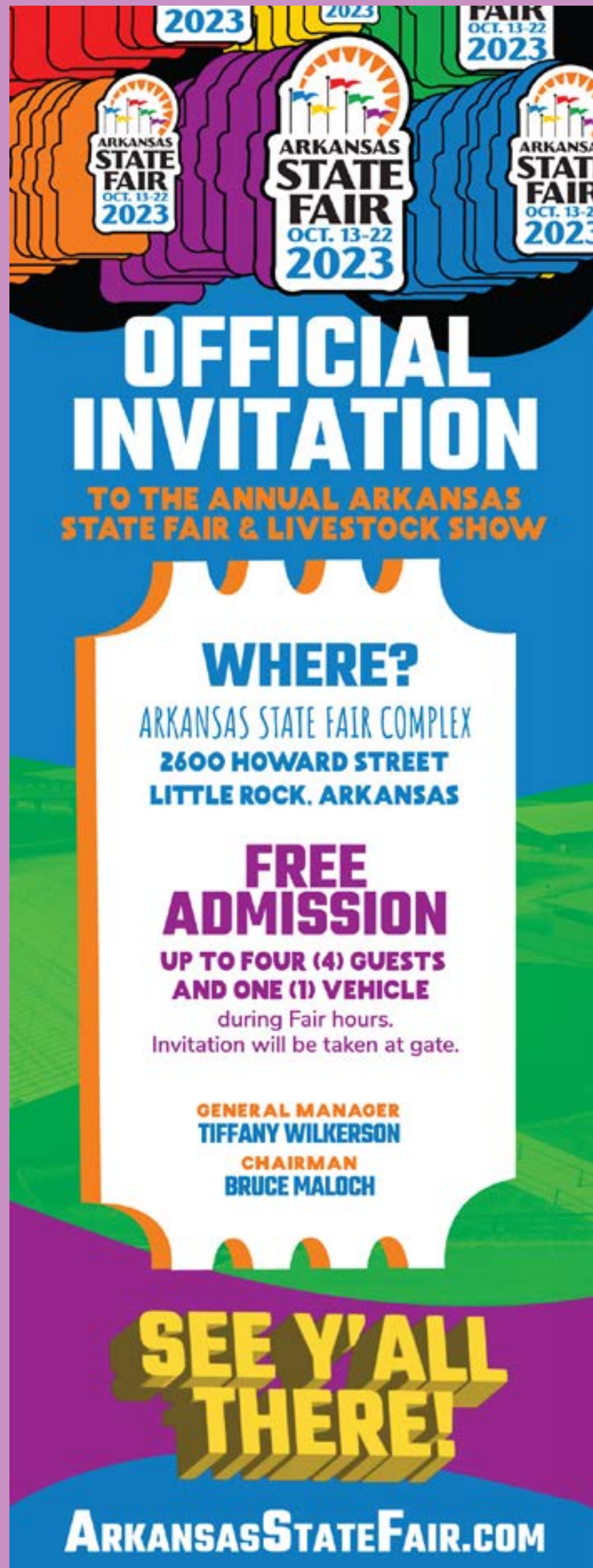
I developed Rio Agave Tequila, the sister brand to FRIO Vodka. Drawing inspiration from FRIO's double-back label, I enhanced the design with a die-cut back label to create a striking visual impact. By collaborating closely with the production team, we introduced a clear wrap-around label concept that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



RioAgave.com/Tequila



Scan or click to watch brand video

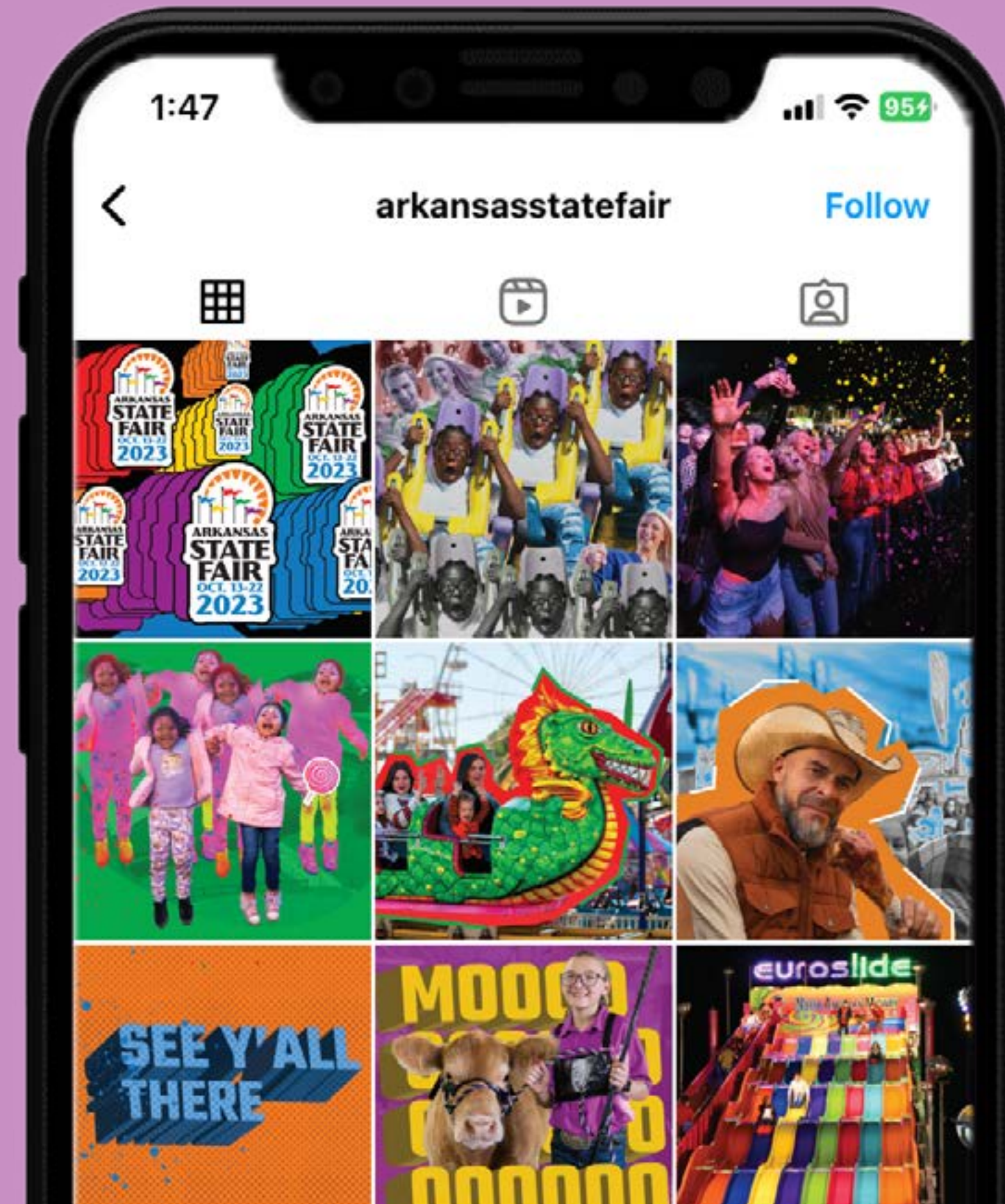


2023 Arkansas State Fair

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

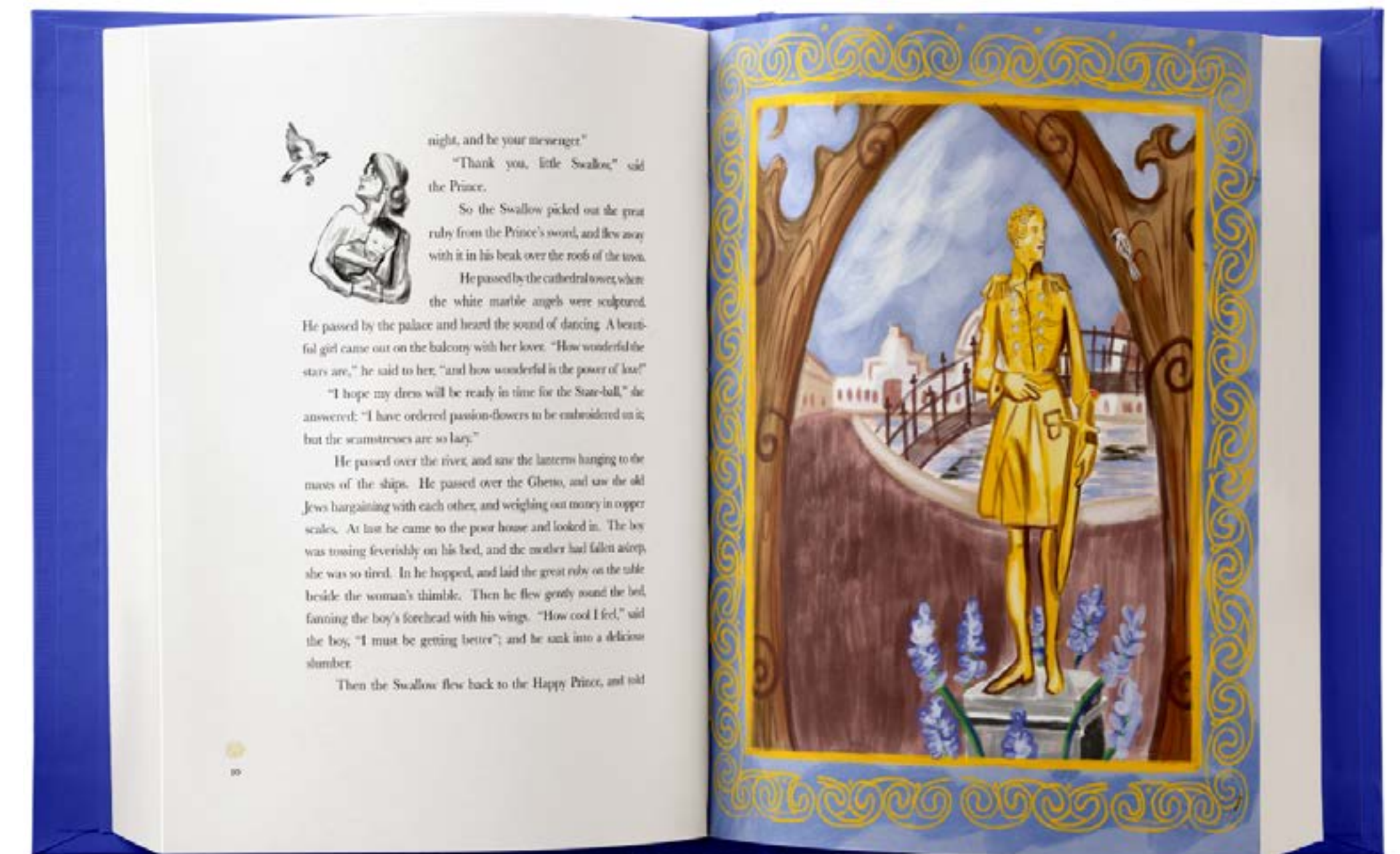
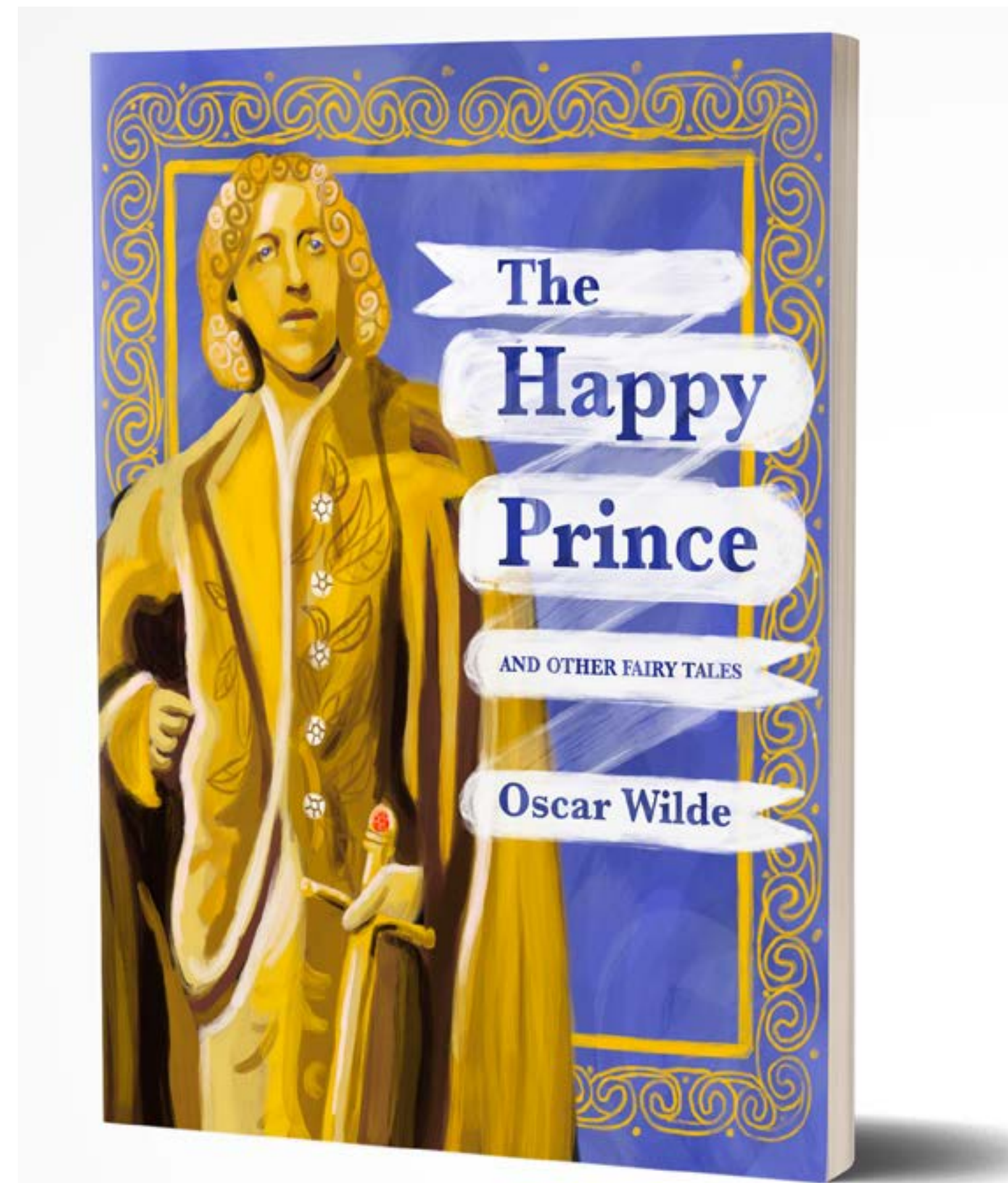
I specialize in designing logos across a variety of industries, including healthcare and events. With strong illustration skills, I create distinctive, one-of-a-kind designs that make a lasting impression.



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.



 **14:1**
STUDENT TO FACULTY RATIO

 **1189**
ENROLLED STUDENTS



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



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





RADIANT wellness

The Seasons

Creation Demo

basic sans regular. A family of Grotesque features with a functional, neutral and seeming clean style that looks to keep a neutral appearance on paper, but including lots of details that give it a unique personality.

hex: #2f4e49 weight: 79, 51, 63, 39 rgb: 47, 78, 73	hex: #f0f7e7 weight: 1, 2, 9, 0 rgb: 251, 247, 231	hex: #b38d6a weight: 29, 43, 62, 4 rgb: 179, 141, 106
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Radiant Wellness

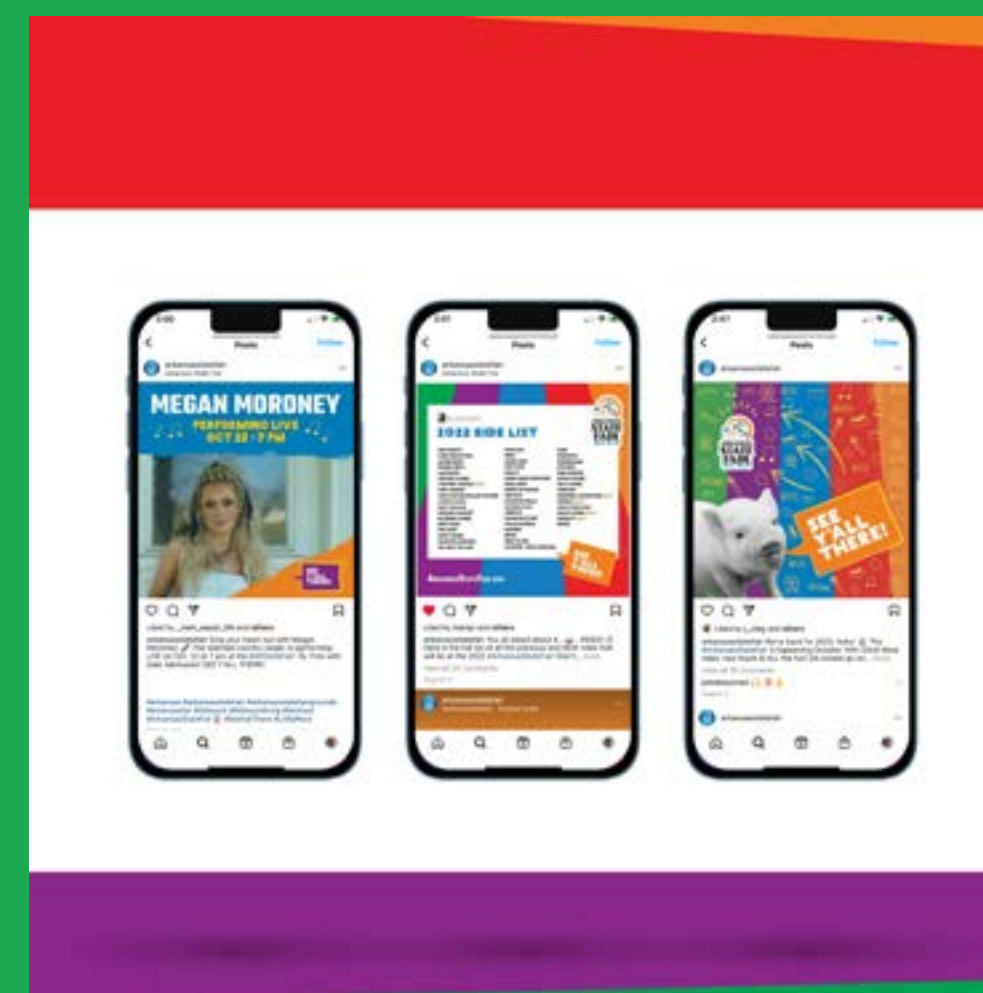
Brand Refresh • Oct 2023

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.



Scan or click to watch brand video





2022 Arkansas State Fair

Various • May-Oct 2022

For this project, I re-branded and created a variety of assets for the Arkansas State Fair. I worked in collaboration with my team at GWL for all ASF related projects.

[ArkansasStateFair.com](https://www.arkansasstatefair.com)



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GWL & GSB

Eblast Design • 2024

I design eblasts for Grand Savings Bank and GWL while also facilitating their contacts on Mailchimp.

attendees. This year promises new attractions, including a 3-night Concert Series. Stay tuned for details, and we hope to see y'all there!

LEARN MORE >



GWL FIELD DAY 2024

The GWL team took a quick break for some fun and friendly competition at our annual field day event! To say this group is competitive would be an understatement. Click below to see who won!

SEE MORE >



MEET GARRETT!

We are excited to welcome Garrett Jenkins into the Agency GWL family! Click below to learn more about Garrett and the experience he's bringing to GWL.

LEARN MORE >



AGENCY @GWL

SEE Y'ALL THERE!

It's official! Planning for the Arkansas State Fair has begun. For the third year, Agency GWL is the fair's official ad agency. Last year saw a record 559,677 attendees. This year promises new attractions, including a 3-night Concert Series. Stay tuned for details, and we hope to see y'all there!

LEARN MORE >



SEE SPOT RUN PRODUCTIONS

Did you know that Agency GWL has its own in-house production company? We use our knowledge, expertise, and creativity to not only produce engaging content, but also develop strategies across mediums and platforms that get you exceptional results.

LEARN MORE >



GWL FIELD DAY 2024

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SEE MORE >



FIN

Thank You

for taking the time to look at my portfolio.

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