



MCKENZIE ELKINS CLEGHORN

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EDUCATION

***B.A. Graphic Design
minor Illustration
John Brown University***

Siloam Springs, AR

Graduated December 2021

- 3.7 GPA
- Selected for Study Abroad program in Ireland Fall 2019
- Dean's List
- President's List

STATEMENT

Award winning graphic designer with experience across diverse design categories including display ads, Meta ads, print billboards, UX design, and UI design.

SKILLS

- Expert in Adobe Creative Suite
- Beginner in HTML and CSS
- Intermediate experience in Mailchimp

HOBBIES

- Sewing
- Screen-printing
- Reading
- Running

AWARDS

- Gold Addy – FRIO Vodka packaging
- Silver Addy – Arkansas State Fair

WORK EXPERIENCE

Art Director, Agency GWL

Little Rock, AR • Jan 2025–Present

- Managing graphic designers
- Orchestrating internal deadlines to make sure branding packages are delivered to client on time and within scope
- Presenting projects to clients
- Designing bottle packaging for alcohol companies including FRIO vodka, RIO Agave Tequila, and Espiritual Mezcal

Graphic Designer, Agency GWL

Little Rock, AR • Mar 2022–Jan 2025

- Creating graphics and designing branding for print and digital across a wide variety of brands including Tropical Smoothie, Child Support Enforcement, Grand Savings Bank, and more
- Animating items to increase interest in digital graphics
- Creating concepts and graphics for 32 content calendars
- Writing, designing, and sending e-blasts for clients to their customers

Graphic Design Intern, Garver

Little Rock, AR • May 2021–Dec 2021

- Branding presentations, posters, promotional items, and stationary
- Designing and coordinating printing for signage for company events

FREELANCE

***Freelance Graphic Designer,
Branches Mission Lab***

Remote • Sept 2022–Present

- Designing branding packages and individual elements for a wide variety of non-profit clients
- Communicating with clients to understand their needs

***Freelance Graphic Designer,
Rock City Digital***

Little Rock, AR • Aug 2024–Present

- Designing logos for a wide variety of clients
- Presenting ideas to clients