

design by

ME

*me design:
design by me.*

Mckenzie Elkins Cleghorn



One Place to Add **Pops of Color**

Whether you're landscaping a new construction home or adding soft touches of foliage to an indoor space, Lumber1 in West Little Rock has everything you need to accentuate the beautiful design of your home. Visit our Garden Center and all-new greenhouse today!

Lumber1.com

10800 Colonel Glenn Rd. | Little Rock, 72204



Shop Our New Huge Garden Center!

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.



**Grand Savings Bank**

LOGIN | SAVINGS | BLOG

WELCOME, MARY!

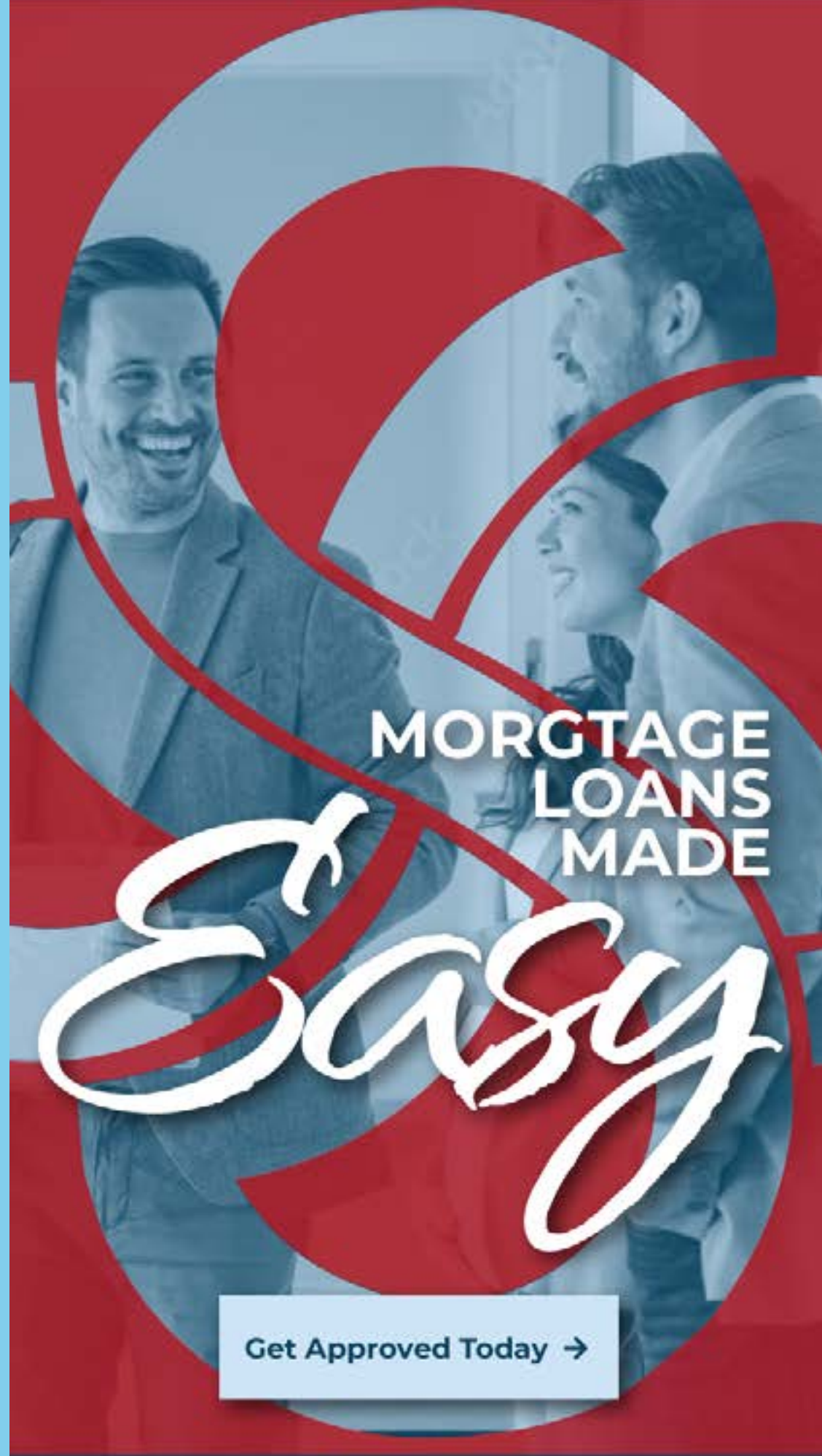
At Grand Savings Bank, exceptional service is our standard, not an exception. We're here to make your financial journey a seamless and personalized experience, designed and tailored for your exact needs.

[Contact Us Today →](#)



personalized experience, designed and tailored for your exact needs.

[Contact Us Today →](#)



MORTGAGE LOANS MADE *Easy*

[Get Approved Today →](#)

**GrandSavingsBank.com**

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 >](#)



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 >](#)

GWL & GSB

E-blast Design • Various

I've designed e-blasts for Grand Savings Bank and GWL while also facilitating their audiences and creating customer journeys 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 >](#)



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 >](#)

Non-Profit Work

Various • Various

Here are samples of my copywriting, graphic design, and brand development work for nonprofits over the years.

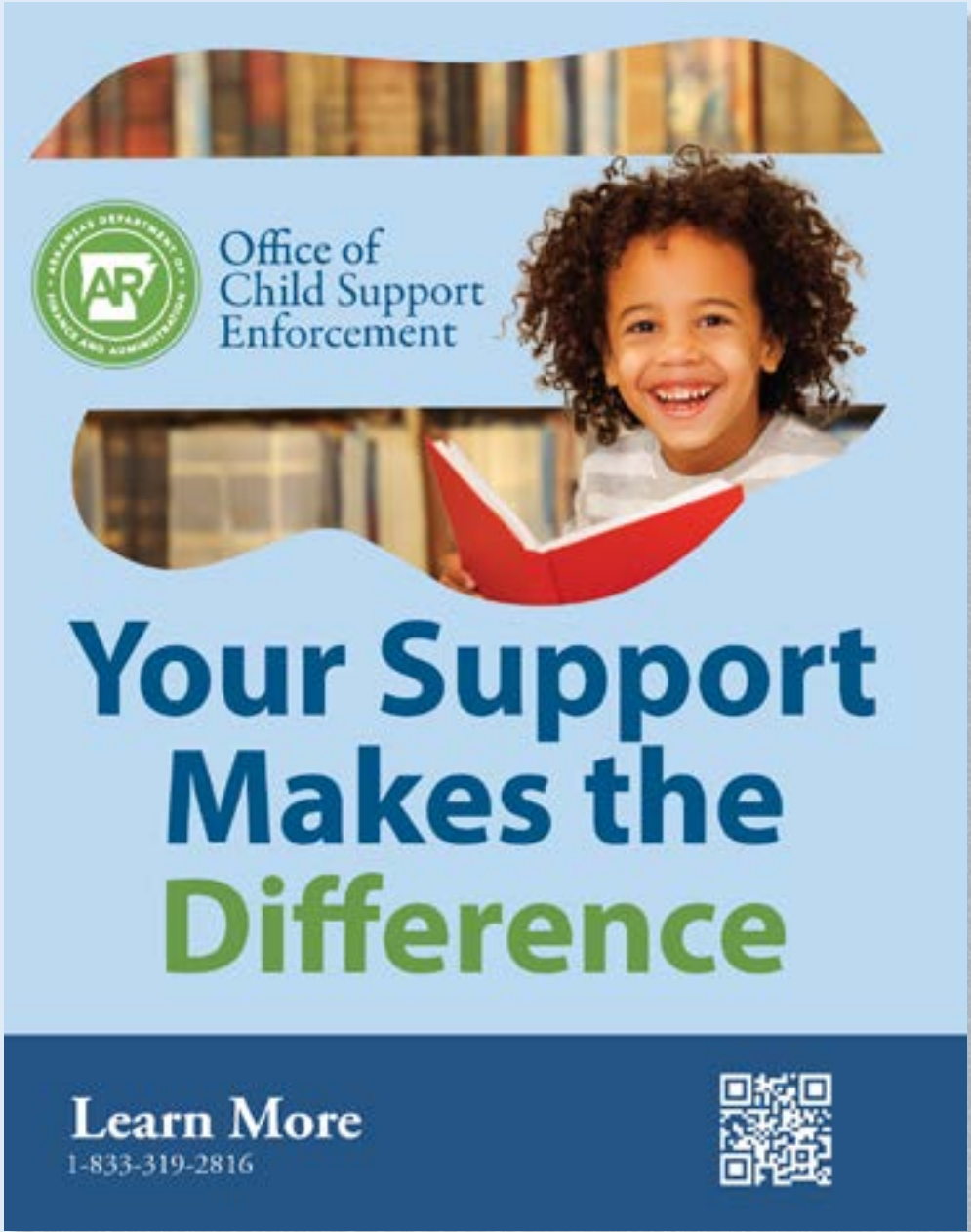
Event Branding



Event “logo”



Poster



Social Post



Event Signage





14:1

STUDENT TO FACULTY RATIO



1189

ENROLLED STUDENTS




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



evr



Evr Body Cleansing Wipes

Packaging Design • October 2025

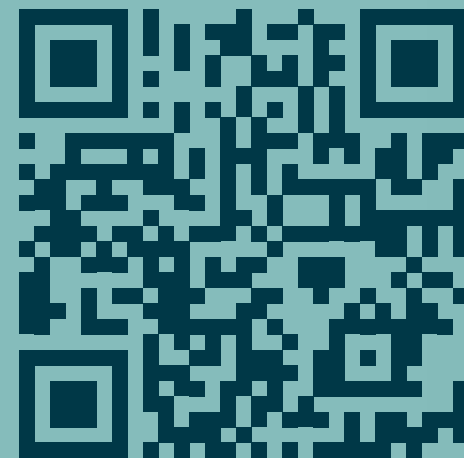
I was the art director on this project, working closely with the designer to make sure the visual identity matched our core goals. We built this brand from the ground up: from naming the product and creating a brand board to designing every piece of packaging and working with a print manufacturer in 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!





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





Rio Agave Tequila

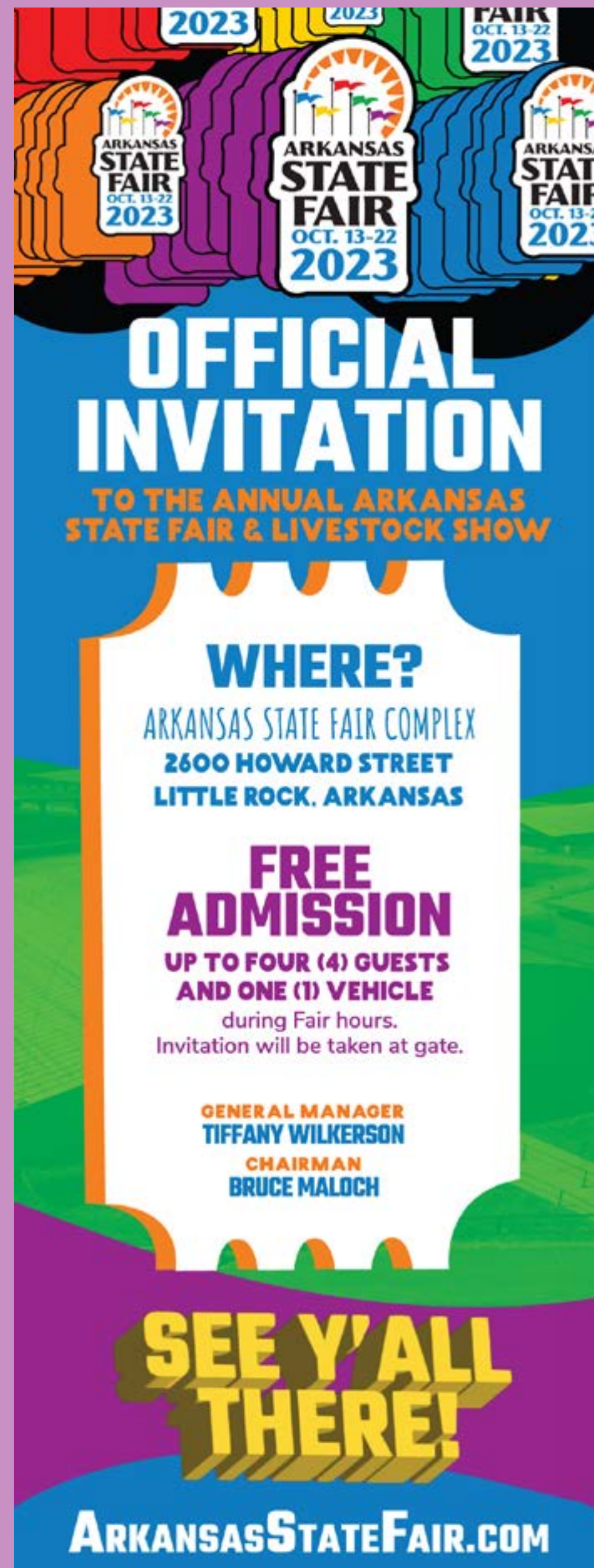
Packaging Product Design

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

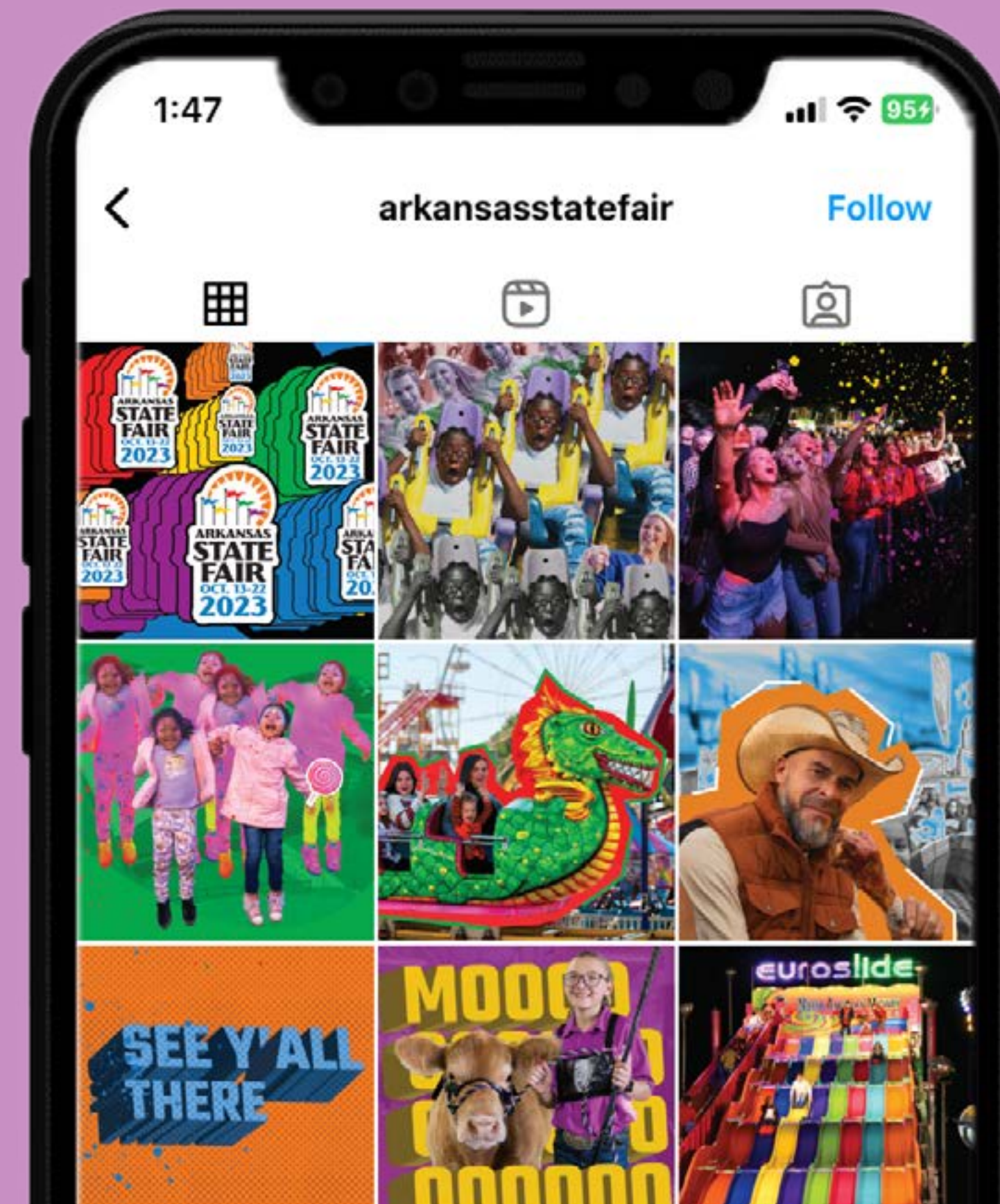


2023 Arkansas State Fair

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.

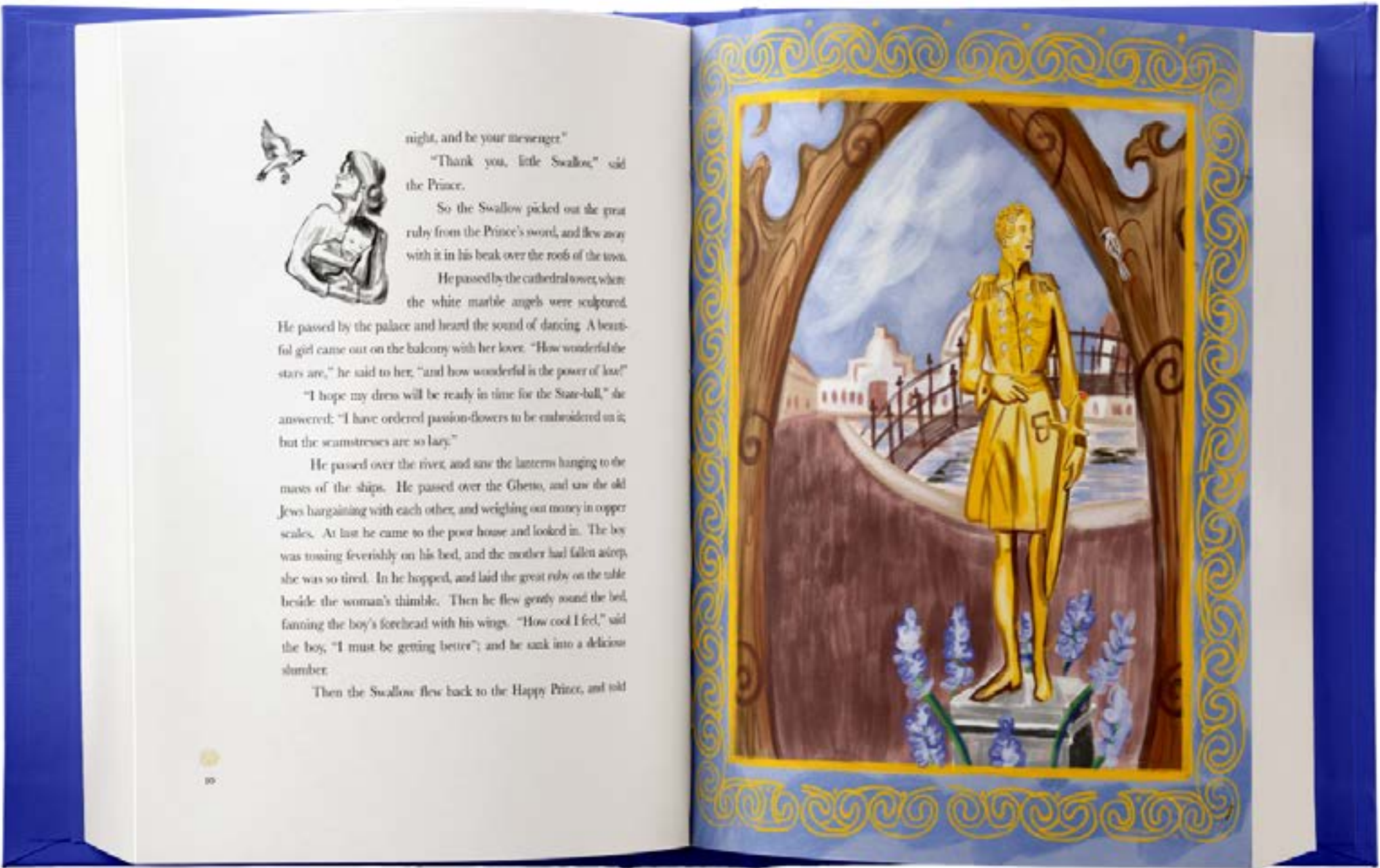
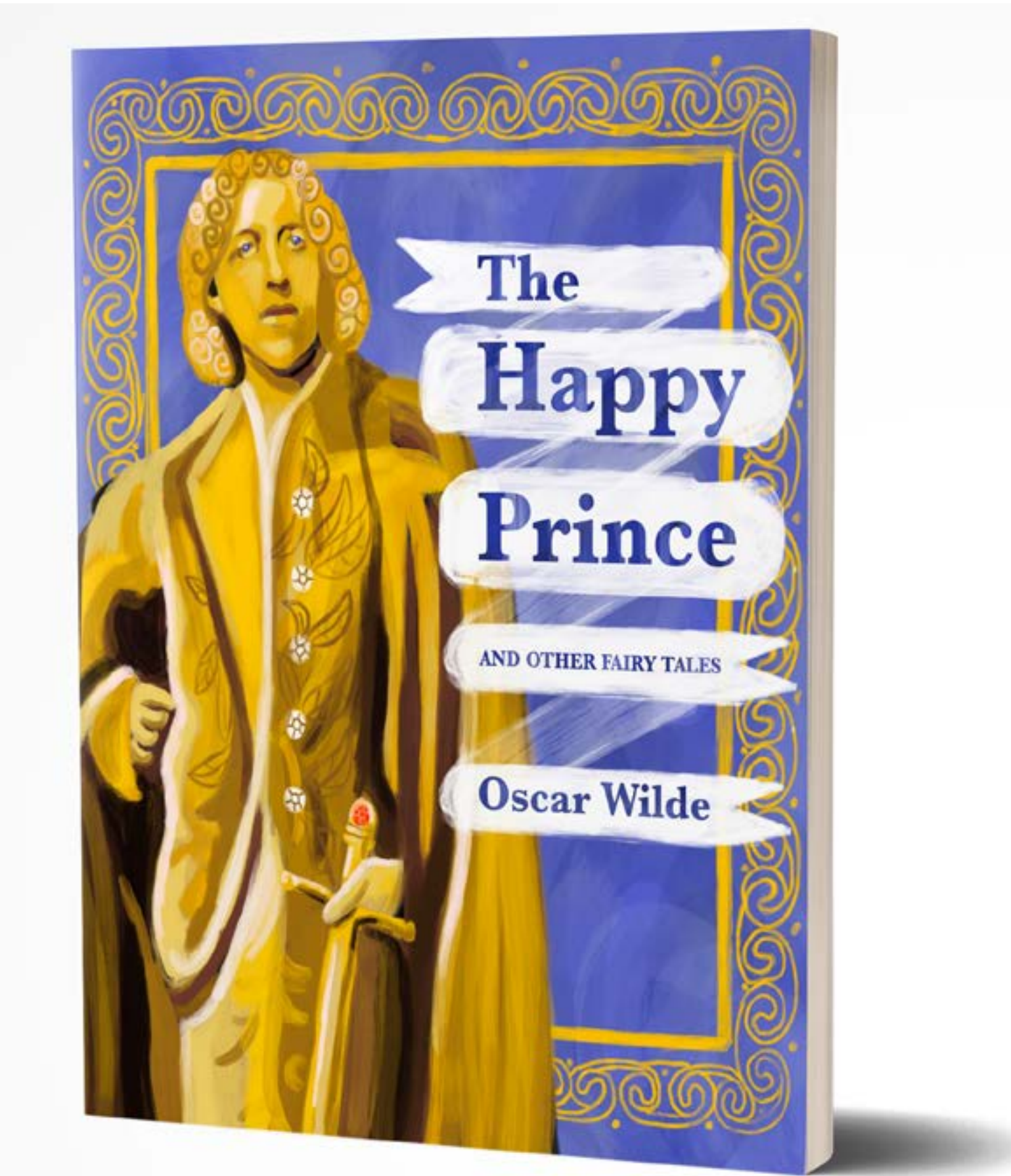




The Happy Prince

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.





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*





FIN

Thank You

for taking the time to look at my portfolio.

318 542 3769

elkinsmck@gmail.com

medesigncleghorn.com