

MICK

Contact

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Education

Communication Design BFA

Texas State University

2016 – 2020

High School Diploma

Jack C. Hays High School

2012 – 2016

Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- Figma
- Procreate
- Brand Design
- Web Layout
- Microsoft Office
- Illustration Design

McKenna Caldwell

Work Experience

Freelance Designer | May 2020 – Present

Self-Employed

- Consistently assisting the owner of Purple Magnolia Design in creating event flyers, info graphics, social media posts, etc for clients
- Designed the logo and packaging for an ice cream brand Good Licks
- Won a fan-designed merchandise contest for the band Flipturn and got the design sold on crewnecks on their website
- Constantly creating logos, posters and other designs for various client's businesses that find my services online or through word of mouth

Marketing Intern | May 2017 – Dec 2020

Harvey-Cleary Builders

- Researched locations, booked and organized client events which also included ordering t-shirts and other merchandise for external clients and internal staff
- Designed company newsletter and event flyers for upcoming business events utilizing programs such as Photoshop, Illustrator, InDesign and using HTML/CSS
- Ran errands throughout the day like picking up t-shirt orders, picking up client merchandise, and other things that helped business run smoothly

Project Clerk | Summer 2014, 2015

Harvey-Cleary Builders

- Processed construction documents and made labels for folders
- Managed reception desk during work hours including going through the mail, organizing packages, taking calls from clients, and helping customers as they come in
- Assisted Marketing Coordinator with projects that needed extra help and assisted Project Managers in daily activities and errands
- Organized and archived job files

Floor Associate | Feb 2016 – Nov 2016

Kohl's

- Supported customers in finding what they were looking for and helped make sure they had a good experience while in the store
- Monitored designated areas to ensure the store was and looked organized and clean including cleaning out dressing rooms and putting clothes back where they belonged
- Managed and backed up registers