

McKenzie Elliott

GRAPHIC DESIGNER

 719-310-6886

 mckenzieelliott@gmail.com

 mckenzieelliott.com

EDUCATION

B.S. in Design / 2022 Biola
University – La Mirada, CA

SKILLS

Adobe Illustrator, Adobe InDesign,
Adobe Photoshop, Adobe Premiere,
Adobe After Effects, Canva, Figma,
Typography, Formatting and Layout,
ChatGPT, Gemini, Claude Code,
Runway, Microsoft Office, Shopify,
Mailchimp, Constant Contact, Social
Media Management, Client
Communication.

WORK EXPERIENCE

Graphic Designer

Havenly | Feb 2025 - Current

- Conceptualized and pitched multi-channel creative campaigns across Havenly's brand portfolio (InteriorDefine, St. Frank, The Inside), developing concepts through ideation and approval across digital, print, and in-store channels
- Built production-ready files for retail and direct mail environments including window clings, A-frame displays, and postcards, ensuring brand consistency across physical touchpoints
- Executed high-performing promotional campaigns and tentpole sales with CTRs exceeding benchmark averages, producing final assets across email, paid media, and ecommerce
- Led the creative branding for the Studio by St. Frank launch, defining the visual direction and executing all campaign assets across email, paid media, and ecommerce channels
- Overhauled creative production workflows by migrating approvals to Figma, building briefing SOPs, and establishing file organization systems, improving collaboration across cross-functional partners

Creative Coordinator

The Smithee Group | May 2022 - Feb 2025

- Led high-quality design production across digital, print, and social media platforms, including branding, ad strategy, and web design, consistently aligning with client standards
- Conceptualized and directed visuals for various brand campaigns, enhancing brand recognition and sales through visually compelling storytelling
- Skillfully selected and edited images for numerous clients' campaigns, social media, and websites
- Led creative direction for client photoshoots ensuring brand consistency and compelling visuals
- Created original logos, delivering unique and cohesive visual identities for diverse clients