

MACKENZIE MASON DESIGN

CONTACT

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WORK EXPERIENCE

GIRVIN Strategic Branding & Design

2 years | Seattle, WA

Senior Designer Oct 2017 - Present

- Design and present innovative concepts and brand strategy across several print and digital platforms including responsive web design, packaging, marketing collateral, social media, motion graphics, and environmental graphic design for a variety of clientele.
- Lead and mentor design and production staff through projects to meet deadlines, execute quality work, and communicate clear strategic content management systems.
- Develop schedules, budgets, and proposals that translate business objectives into design solutions.
- Implement results from usability testing, research studies, and consumer surveys to improve the design strategy and overall user experience.
- Facilitate meetings and present ideas in a clear, effective manner, both internally and within client settings.
- Proactively seek input and engage others for contributions to continually improve processes and quality of work.
- Coordinate photoshoots and art direct photography by collaborating with photographers.

Paula's Choice Skincare

2 years | Seattle, WA

Graphic Designer Dec 2015 - Oct 2017

- Concepted and executed brand content such as promotional and seasonal campaigns across the website, paid digital advertising, social assets and email.
- Collaborated with Creative Director and Marketing Team to execute strong digital solutions that would resonate with our target audience.
- Art directed photoshoots to support design concepts.
- Updated and designed new product packaging designs for US and Australia markets including approximately 240 SKUs.

Whole Foods Market

5 years, 2 months | Seattle, WA

Lead Store Graphic Artist Nov 2011 - Oct. 2015

- Led 10 artists in opening the new Chambers store where we created print design, chalk art and department signage under strict deadlines while pushing creative boundaries.
- Supported marketing events and promotions through print design and online media graphics.
- Implemented processes and procedures to improve efficiency and communication.
- Achieved visual consistency and seasonality in all departments and online through print design, chalk art, online media graphics and department signage while working in a fast-paced, deadline-driven environment.
- Built excellent relationships with each department and store leadership to collaborate and create project and execution plans.
- Mentored and project managed Associate Designers by teaching best practices and reviewing work.

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Word Press
Office Suite

EXPERTISE

Brand Identity
Print Design
Packaging Design
Web & Digital Design

Art Direction
Illustration
Typography and Layout
Project Management