



MCKENNA WEBB

GRAPHIC DESIGNER

CONTACT

- 502.445.9622
- webb.m.designs@gmail.com
- mwebbdesigns.com

SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Web Design
- Print Design
- Branding
- Project Management
- Communication
- Strategic Planning

AWARDS & HONORS

- 2nd Place, US Bank Celebration of the Arts, Category Winner, 2019
- 2nd Place, Bluegrass Student Design Competition, 2018
- Juror's Merit Award, WKU Juried Student Art Exhibition, 2018
- US Bank Celebration of the Arts Exhibit, 2017, 2018
- Dean's and President's List, 2015 - 2019
- Merit-based Regents Scholarship, 2015 - 2019
- WKU Juried Student Art Exhibition, 2015 - 2018

SOCIAL MEDIA

- linkedin.com/in/mckennawebb
- behance.net/mckennawebbf749
- mwebbdesigns

EDUCATION

BACHELOR OF FINE ARTS IN VISUAL ARTS

WESTERN KENTUCKY UNIVERSITY | AUGUST 2018 - MAY 2019

- Concentration in Graphic Design

EXPERIENCE

LEAD MULTIMEDIA CREATIVE

IMAGEWEST | AUGUST 2018 - MAY 2019

- Designed websites for multiple clients while maintaining a strong brand identity
- Developed advertisements for multiple local companies and organizations
- Worked as the lead creative in a promotional campaign for a university event featuring an HGTV executive producer
- Completed multiple pro-bono campaigns for non-profit organizations

FREELANCE DESIGNER

HISTORIC RAILPARK AND TRAIN MUSEUM | SPRING 2019

- "Save the Depot" poster campaign
- Collaborated with another designer to create posters for a yearlong campaign
- Utilized fundraising and marketing tools that include a specific call-to-action and theme based on seasonal events and needs at the RailPark
- Prepared and packaged designs on a set schedule to release each poster on time

MUSEUM EXHIBIT DESIGNER

HISTORIC RAILPARK AND TRAIN MUSEUM | FALL 2018

- Collaborated with another designer to create the "Rosie the Riveter" exhibit according to the available space while working within the intended exhibition layout
- Met regularly with the Railpark Museum staff and presented ideas with the help of sketches and computer-generated images
- Abided by Americans with Disabilities Act (ADA) compliance and viewing standards
- Submitted final files and mockups to clients along with cost estimates

PROFESSIONAL MEMBERSHIPS

AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)

CO-PRESIDENT | 2018 - 2019

- Scheduled industry professionals to visit the university as guest speakers
- Collaborated with other organizations on projects such as the Advertising Federation (AAF)
- Planned and organized various on and off campus events

ADVERTISING FEDERATION (AAF)

FUNDRAISING CHAIR | 2018 - 2019

- Worked with the board to advertise each event to members and promote campus awareness