



makenzie franco

G R A P H I C D E S I G N E R

B.A. Digital Media and Design Minors..Marketing, Studio Art, Management Baldwin Wallace University

ABOUT ME

Hi! I'm a Cleveland based graphic designer who understands how to meet a client's vision and push it forward. I especially love creating design for physical items, and bringing strategy into visuals. I believe in helping people find their brands 'fierce' through a detail-oriented and mindful approach to design.

EXPERIENCE

Graphic Designer

AMS

Sept 2021 - Present

- Manage multiple projects across diverse media formats, collaborating closely with project management, content, and marketing teams while delivering high-quality, on-brand assets under tight deadlines.
- Develop forward-thinking, market-informed design strategies and present work to U.S. and international client teams.
- Serve as Assistant Director on domestic and international photo/video shoots, leading pre-production through on-set execution, including concept development, storyboarding, talent coordination, and schedule management.

Seasonal Contract Artist

University Tees

Aug 2017 - Feb 2019

- Created custom illustrations for an array of products from apparel to promo items.
- Produced AI files compatible with printing process.
- Aligned designs with licensing guidelines for client companies and organizations.

SKILLS



Brand and logo design
Sales & pitch materials



Event & promotional assets
PowerPoint deck design



Media campaign designs
Print materials and marketing



CONTACT

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