



Mackenzie Humphrey

Florida, United States
mackenzie.humphrey@disney.com
+1 480 620 0280

Portfolio

mackenziehum.com

Education

Arizona State University

BS in Graphic Design, Tempe AZ
Graduated May 2021
Minor in Studio Art
Barrett, the Honors College
Summa Cum Laude

Skills

Hard Skills

Adobe Creative Suite
Procreate
Microsoft Office Suite
Google Suite
Box
SendIt
SketchUp
Rhino 3D

Soft Skills

Design Thinking
Time Management
Communication
Collaboration
Attention to Detail
Problem Solving
Organization

References

Helynn Hallock

Retail Creative Graphic Designer
Disney Parks, Experiences, & Products
helynn.l.hallock@disney.com

Alfred Sanft

Associate Professor of Graphic Design
The Design School at ASU
asanft@asu.edu

Tim Barr

Accounting Manager
Sunshine Acres Children's Home
tim.barr@live.com

Experience

Disney Parks, Experiences, & Products

Retail Creative Graphic Design Intern, Orlando FL
January 2022 – Present

- Collaborates with the Merchandise Presentation and Retail Creative team to plan, design, mock, produce or outsource, and install environmental graphics and signage that promote Disney events, products, films, holidays, and collaborations for Disney stores on and off property, globally.
- Reports to the Retail Creative Lead Designer, Manager, and Director for design direction and final concept approval.
- Partners with external vendors to outsource the production of graphics with site-specific materials and dimensions in a timely manner and within project budgets.
- Within three weeks, referenced product designs and brand guides to create elevated plexi window displays, window risers, bay ledges, bay backpads, and vitrine graphics for Disney's collaboration with Coach and their launch of Vault themed merchandise. Mockup designs were executed in over 10+ stores at Walt Disney World, Disneyland, Times Square, and Europe.
- Created several original evergreen designs to cover outdated window and interior graphics at Goofy's Candy Co. Shared designs via SendIt and communicated needs to an external vendor and passed quote for production and installation to the merchandise presentation team.

Mackenzie Hum Design

Freelance Designer, Phoenix AZ
January 2019 – January 2022

- Independently ideated and determined design vision and scopes of work for clients with varying deliverables, budgets, and time frames.
- Designed logos and icons for paper and digital applications including: pamphlets, QR codes, business cards, and website designs.

High Speed Travel Agency

Graphic Design Intern, Italy
October 2021 – December 2021

- Interpreted company's needs and formulated cross-media design solutions to increase client reach, with an emphasis on simplifying the agency's website to be user friendly and effective.
- Developed strategy for social media to increase audience engagement and expand on marketing and advertising.

Graphic Design Senior Student Association

Vice President, Tempe AZ
August 2020 – May 2021

- Collaborated with the other GDSSA officers and professors to plan, delegate, execute and finalize senior year projects and events, including: the *Connected Poster Show and Auction* and the *Unmute Graduation Exhibition*.
- Awarded *Outstanding Graduate in Graphic Design* for exemplary service and leadership as an officer of the Graphic Design Senior Student Association.

Achievements

Selected Design for Senior Class

Awarded April 2021

Won design competition to represent the ASU Visual Communication Design's senior class.

Selected Theme for Annual Poster Show

Awarded February 2021

Won design competition to represent the ASU Visual Communication Design's 13th annual poster show and auction.

Kenneth L. and Jo Ann White Scholarship

Awarded April 2020

Scholarship awarded by Kenneth L. and Jo Ann White's children for exemplary junior year portfolio.