MCKENZIE KRAUS
SENIOR GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Award-winning Senior Graphic Designer with 12 years of experience leading the creative development of brand identities, integrated marketing campaigns, and cross-channel visual strategies. Adept at managing high-impact projects from concept to execution, balancing aesthetics with functionality and business goals. A proven leader with a passion for mentoring teams, pushing creative boundaries, and creating designs that not only look great—but deliver results.

CORE COMPETENCIES

Creative Leadership:
- Campaign Strategy
- Brand Development
- Mentoring

Project Management:
- Cross-Functional Collaboration
- Deadline-Driven Workflows,
- Team Platforms *(Monday.com, Basecamp, Teams)*

Tech Proficiency:
- Adobe Creative Suite *(Photoshop, Illustrator, InDesign, After Effects, Premiere, XD),*
- Figma
- Microsoft Office
- AI Tools

Digital Expertise:
- UI/UX Design
- Email Marketing
- Social Media Strategy
- Web Graphics
- Web Maintenance

PROFESSIONAL EXPERIENCE

Proforma Inc. | Senior Graphic Designer | Jun 2022 – Present
- Lead designer on national-level branding and marketing campaigns; consistently deliver high-quality design across digital, print, and social platforms.
- Concept, design, and execute campaign visuals for catalogs, brochures, look books, emails, and event materials
- Collaborate with marketing and sales teams to align visual storytelling with business objectives.
- Manage multiple project timelines and ensure consistent brand messaging.

Live Marketing | Senior Graphic Designer | Nov 2021 – Jun 2022
- Led the creative design of high-performing digital campaigns including emails, digital ads, and print assets.
- Partnered with internal stakeholders and developers to refine creative workflows and elevate design standards.
- Played a key role in maintaining a high volume of deliverables with tight turnaround times.

Meridiana Texas | Freelance Senior Designer | Nov 2020 – Jan 2022
- Spearheaded design initiatives across community advertising, including large-format signage, web banners, digital billboards, and promotional flyers.
- Provided strategic design direction to enhance brand presence in highly competitive real estate markets.

Putco Inc. | Graphic Designer & Digital Marketer | Jan 2019 – Apr 2020
- Developed marketing materials, including email campaigns, social media graphics, and eCommerce visuals.
- Directed post-production for product videos using After Effects and Premiere.
- Played a pivotal role in updating website content and optimizing the digital user experience.

Gannett (Now Design IQ) | Digital Designer | Jun 2016 – Jan 2019
- Led the creation of visually compelling ads that adhered to strict brand and departmental standards.
- Efficiently handled high-volume design production with an emphasis on creativity, accuracy, and on-time delivery.

Gannett (Now Design IQ) | Graphic Designer | Sep 2015 – Jun 2016
- Created high-impact print ads and marketing visuals for national and local clients.
- Supported team workflows with fast, flexible design solutions and consistent quality control.

EDUCATION

Colorado State University – Global
B.S. in Marketing | 2017 – 2018

Robert Morris University
B.A. in Communication | 2010 – 2012