



AMBER STAR MCKENZIE

Creative Website & Graphic Designer

I specialize in crafting beautiful, innovative designs for all types of creative clients. I am always interested in new, exciting ways to create & develop the inspiring message my clients are trying to portray; this requires good listening skills, which I have spent years honing. I get a sense & feel, of what people desire to portray into their visual message & unveil fresh, new, innovative ideas & designs. I am open to all forms of communication & marketing. I enjoy graphic design, & believe your ideas are so unique, that they will leave any everlasting impression & I believe it is my job to make your creative ideas a beautiful reality.

CONTACT

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View my portfolio at
amberstarcreations.com

EXPERTISE

Graphic Design
Web Design
Logo & Identity Design
Email Marketing
Illustration
Social Media
Trade Show Graphics

 [linkedin.com/in/amber-mckenzie-4b66046](https://www.linkedin.com/in/amber-mckenzie-4b66046)

EDUCATION

VISUAL COMMUNICATION & DESIGN

Cuyahoga Community College
2006 – 2009
Concentration in Graphic Design and Web Design.
Associate Degree

FASHION DESIGN

Columbus College of Art & Design
1996 – 1998

TECHNICAL SKILLS

ADOBE INDESIGN

Extensive Knowledge

ADOBE ILLUSTRATOR

Extensive Knowledge

ADOBE PHOTOSHOP

Extensive Knowledge

ADOBE PREMIER

Average Knowledge

ADOBE DREAMWEAVER

Average Knowledge

HTML/CSS

Average Knowledge

MICROSOFT OFFICE & POWERPOINT

Average Knowledge

WORK EXPERIENCE

GRAPHIC DESIGN SPECIALIST

Morris Furniture Company / December 2022 – Present

Highly skilled in designing and maintaining websites, email campaigns, print media, and custom branding for Morris Home and Better Sleep Shop. Expertise includes creating and managing website graphics, landing pages, promotional banners, and animated video content using CSS, HTML, and Dreamweaver. Developed visually engaging, responsive emails and social media campaigns, incorporating A/B testing and performance optimization. Proficient in designing print and digital assets for events, signage, billboards, and training guides while managing multiple projects in Wrike to meet deadlines. Adept at product photography editing and creating cohesive branding to enhance customer engagement and brand identity across all platforms.

GRAPHIC DESIGN TEAM LEAD

Morris Furniture Company / 2017 – 2022

Manage creation of event looks across print and digital projects. Prioritize assignments and oversee initial proofs. Lead graphic artists while producing print and digital collateral. Create engaging and relevant social media content tailored to target audiences, ensuring it aligns with brand voice objectives. Design and maintain the Morris Home website to ensure optimal functionality, usability, and aesthetic appeal. Contribute to creating and updating brand standards for Morris Home and Better Sleep Shop.

GRAPHIC DESIGNER

Morris Furniture Company / 2015 – 2017

Create a variety of graphics including newspaper ads, digital ads, emails, billboards, in-store POP materials, and more. Additionally, develop designs and maintain the Morris Home website to ensure its functionality and visual appeal.

GRAPHIC DESIGNER & ILLUSTRATOR

Aquent Studios / 2010 – 2015

Design and produce illustrations, including 3D artworks. Ensure error-free artwork creation and accurate, brand-compliant release files that meet client specifications, deadlines, and project budgets. Projects focus on print collateral and marketing communications for renowned brands like Booz Allen Hamilton, Oracle, and Elster.

FREELANCE GRAPHIC DESIGNER

SRH Creative / 2010 – 2012

Create diverse marketing materials including advertisements, logos, websites, trade show booth graphics, and other collateral.

DESIGN COORDINATOR/ILLUSTRATOR

Dolly, Inc. / 2001 – 2005

Work closely with designers to prototype juvenile bedding and accessories for infant rooms. Create character illustrations used in the design of juvenile bedding and accessories.