



KRISTEN MCDOWELL

Graphic & Web Designer

CONTACT



(404) 951-6633



www.kristenmacdesign.com



dkristenmac@gmail.com

EDUCATION

Bachelor of Fine Arts in Graphic & Web Design

Art Institute of Atlanta

2018

EXPERTISE

- Adobe Creative Suite
- Microsoft Office Suite
- WordPress
- UI/UX Design Principles
- Email Marketing
- Brand Development
- Digital Marketing Assets
- Social Media Management
- Digital & Print Design
- Video Editing
- E-commerce Design

PROFILE

Kristen is a results-oriented Graphic Designer specializing in rebranding, visual identity, marketing design, social media management, and newsletter creation. Proficient in Adobe Creative Suite and web design platforms, she brings a collaborative, hands-on approach to every project.

EXPERIENCE

Mac Properties Jamaica

2024–Present

Digital Marketing Designer – Freelance

- Developed high-quality social media graphics and video content while managing paid advertising campaigns to support brand visibility and engagement.
- Designed and maintained cohesive marketing collateral, including business cards, manuals, and branded materials to ensure visual consistency.

Hair Restoration Specialists

2021–2026

Graphic & Web Designer

- Led comprehensive rebranding initiatives across digital and print collateral, including brochures, billboards, signage, and internal documents.
- Designed, redesigned, and maintained client websites with a focus on brand alignment, usability, and user experience.
- Collaborated with cross-functional teams to develop and deploy monthly automated email marketing campaigns for promotions and announcements.
- Created, edited, and published social media graphics and video content to support integrated marketing initiatives across digital platforms.

Vensure Employer Services

2018–2020

Graphic Designer

- Designed and developed custom, fully responsive WordPress websites for 10+ division partners, ensuring functionality, scalability, and brand consistency.
- Managed projects from copy development through final design, producing logos, marketing materials, product illustrations, and in-house documentation.
- Designed and delivered professional presentation decks for webinars while managing multiple concurrent design projects.
- Produced high-volume social media graphics and edited video content optimized for promotional use across multiple platforms.