



# Mackenzie Emmens

## Graphic Designer

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### Education

**2017**

Rider University  
Lawrenceville, NJ

### Skills

#### Software

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Microsoft Office  
Box  
Wrike

#### Areas of Expertise

Packaging Design  
Product Design  
Creative Copy Writing  
Brand Identity/ Creation  
Photo Editing  
Typography  
Layout Design  
Color Theory  
Social Media Graphics

#### *Spring 2021 — Current*

##### **Packaging & Product Senior Designer**

ArgentoSC - Manhattan, NY

- Designed commercial and upscale products in fields such as fragrance, home, pet, kitchen, baby & more.
- Contributed to the development of brand identities, ensuring consistency across various platforms.
- Responsible for sample review in pre and post production stages (PP and TOP samples)
- Conducted market research to stay updated on industry design trends and competitor packaging.

#### *Fall 2017 — Spring 2021*

##### **Packaging & Product Designer**

SG@NYC - Manhattan, NY

- In charge of packaging for all jewelry products; including design, and development.
- Responsible for keeping communication with Chinese factories, checking on status, quality, and making sure deadlines are being met.
- Part of the jewelry design team, creating styles for various company clients.
- Improved copy writing quality to a level that was noticable to clients.

#### *Fall 2014 — Spring 2017*

##### **Graphic Designer**

107.7 The Bronc - Lawrenceville, NJ

- Sole graphic designer responsible for all imagery and marketing materials needed by the radio station.
- Expected to also design for various clients/ sponsors of the station on a project by project basis

#### *Spring 2014 — Spring 2017*

##### **Design Manager**

The Rider News - Lawrenceville, NJ

- Responsible for keeping a consistent design layout as well as the design of all graphics in the paper
- Assisted in advertisement design when needed by clients
- Independent managing of various freelance designers