



Profile

An eager and motivated senior graphic design student

Skills

Problem Solving
Collaboration
Enthusiasm
Empathy
Creativity

Info + Contact

rb.gy/ceoq9h
1-206-887-7233
kenziefaithc@gmail.com

Mackenzie Chadwick

Education

Southern New Hampshire University,
Manchester, NH, **2019 - Current.**
Degree: BA (expected 2022);
Major: Graphic Design and Media Arts
GPA: 3.7
President's List (Fall 2020)

University of Arkansas Community
College at Batesville, Batesville, AR,
2017 - 2018.
General Education courses

Software Skills

Computer and Smart Phone
proficient
Microsoft Word, PowerPoint
Adobe Photoshop, Illustrator

Work Experience

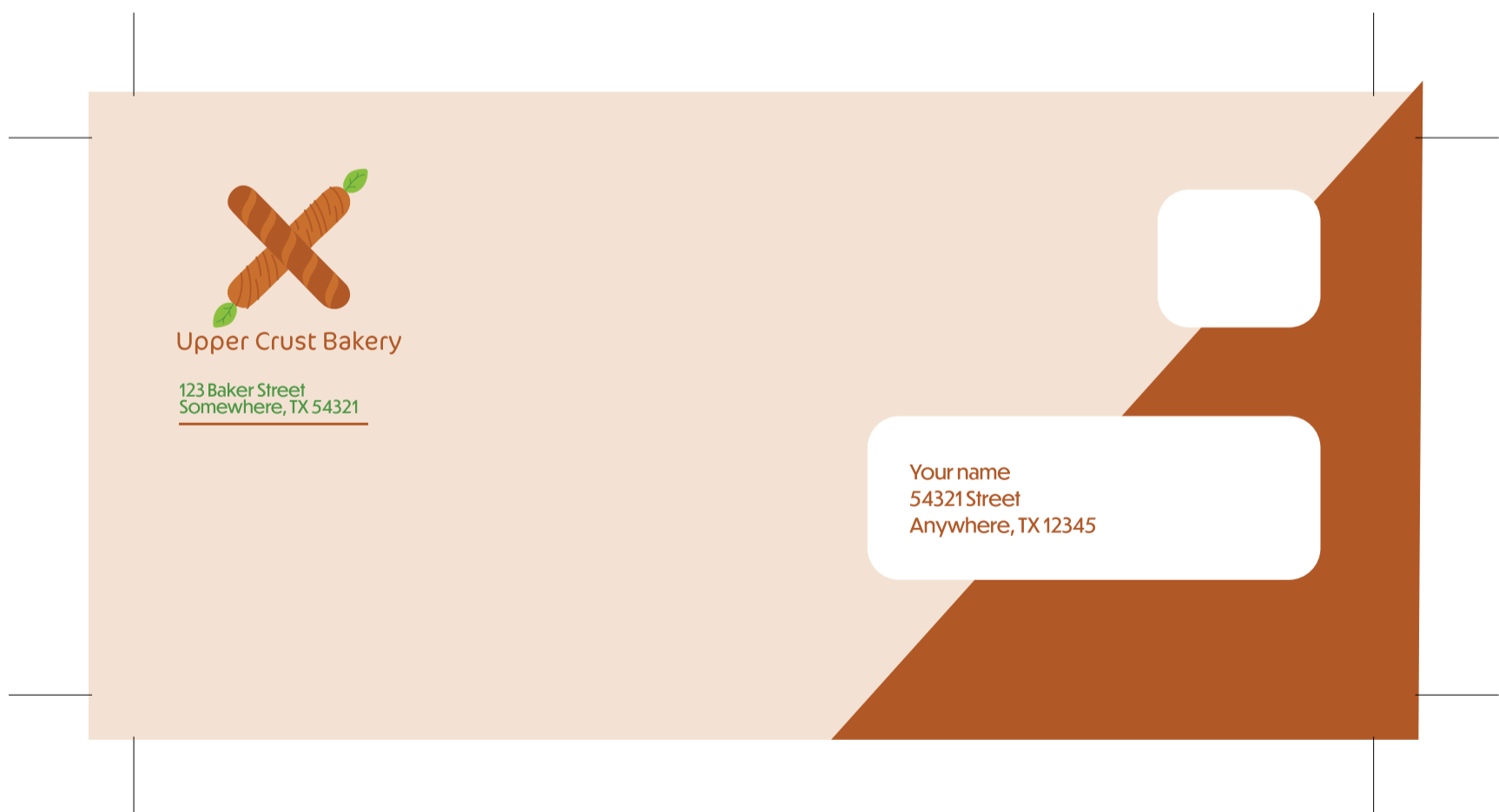
Sales associate at Dillard's
November 2021 - January 2022

Illustration commissions
2019

Upper Crust Bakery



The goal of the “Upper Crust Bakery” project was to create an original logo, business card, envelope, and letterhead for an imaginary client. The Upper Crust Bakery is known for using natural, healthy ingredients to create delicious fresh-baked goods. To portray the health-conscious mission and down-to-earth attitude of my client, I chose a color palette consisting of beige, brown, and green. The logo graphic is inspired by items seen inside their bakery; a baguette and a rolling pin. The rolling pin handles mimic leaves, hinting at the company's mission to use natural ingredients.



The dimensions of this envelope are 8.875" x 3.875". This design mimics the business card; both designs use the UCB logo in the left corner of their design and have a diagonal-split beige and brown background. The white square in the top-right corner represents where to place a stamp.



Upper Crust Bakery

Dear Customer,

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123 Baker Street
Somewhere, TX 54321

1-234-567-8910
uppercrust.com

The dimensions of this letterhead are the standard letter size, 8.5" x 11". This design follows the brand guidelines, incorporating the Upper Crust Bakery logo and color palette. The company address, phone number, and website are placed in the footer section.



McIntosh Sod Farm



This branding project was made for the company McIntosh Sod Farm. The owners of this company, my grandparents, have been growing, selling, and installing sod for customers for over twenty years. This project incorporates an original logo I created for the brand. I chose a color palette of brown, green, and blue to represent the natural elements essential in the sod business; earth, grass, and water. For the business card, I created the graphic of a sod truck hauling sod. This graphic could be implemented into future materials for the company.



The McIntosh Sod Farm envelope design is made for a standard 8.875" x 3.875" envelope. This is a simple design that incorporates the company logo in the sender address. The green footer makes reference to the line of sod in the logo.



Dear John Doe,

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Sincerely,

Insert Signature Here

123 Farmers Ln
Somewhere, AR 12345

1-234-567-8910
1-987-654-3210

The McIntosh Sod Farm letterhead is the standard 8.5" x 11" letter size.



Pasta Amore

PASTA
AMORE

There is always Amore for your family



Family Fridays

40% off on your pizza!

Extended Buffet Hours: 11am to 3pm

“Pasta Amore” is an advertising project I created for the imaginary Italian restaurant, Pasta Amore. I was tasked with creating a table tent and brochure for this client. At the beginning of the project, I received a premade logo and a limited choice of color palette options to work with. The color palette of the table tent consists of red, green, burgundy, and cream. These tones fit well with the appearance of classic Italian dishes like pizza, lasagna, and ravioli, that are made with tomato sauce and leafy-greens.

Pasta Amore combines the cooking traditions and ingredients of Italy with creativity, providing a modern twist on timeless classics.



At Pasta Amore, We share the traditional cuisines of Italy from our family to yours. Our food will always be fun, fresh, and filled with love.

Pasta Amore 

12345 Main Street
Pastatown, WA 54321
1-234-567-8910

Come Join Us!



<https://www.google.com/maps/search/pasta+amore/>
<https://www.pastaamore.com>



There is always Amore for your family

Our Kitchen is Open!

Monday-Friday: 11am-9pm
Saturday: 11am-11pm
Sunday: 12pm-8pm



Have any questions? Call us at
1-234-567-8910

This design is the outside cover for the Pasta Amore brochure. The front panel provides business operating hours and a phone number. The middle panel gives information on the restaurant's physical address, phone number, website, and a link to search Pasta Amore on Google Maps (All of this information is filler due to the client being imaginary.) The back panel gives a personal message to the audience, from the Pasta Amore business (The text content in this panel was prewritten to help me as the designer understand more about the client's goals and personality.)






Appetizers

Cesar Salad	\$8.00
Minestrone Soup	\$8.00
Pizza Bites*	\$10.00
Arancini*	\$10.00
Mozzerella Sticks*	\$12.00

*comes with house marinara sauce

Pizza

Easy Cheesy	\$15.00
Pepperoni Party	\$16.00
Savory Sausage	\$16.00
Pizz-a BBQ	\$17.00
Margherita's Pizza	\$17.00

Choose a size from: mini, small, medium, or large

Pasta & Friends

Spaghetti	\$8.00
Gnocchi	\$8.00
Lasagne	\$10.00
Ravioli	\$10.00
Tortellini	\$12.00
Frico	\$8.00
<small>Onion and cheese omelet</small>	
Florentina	\$8.00
<small>Italian beef steak</small>	
Fried Panzerotto	\$10.00
<small>Pizza dough crescent with mozzarella and tomato filling</small>	
Prosciutto di Parma	\$10.00
<small>Cured raw ham with gnocco</small>	
Risotto	\$12.00
<small>Creamy cheese and rice dish</small>	

Drinks & Dessert

Water	Free
Tea	\$2.00
<small>Sweet or Unsweet</small>	
Coca-Cola Products	\$2.00
<small>Coke, Diet Coke, Dr. Pepper, Fanta</small>	
Cannolis	\$3.00
Gelato	\$3.00
<small>Vanilla, Chocolate, Strawberry</small>	
Tiramisu	\$5.00

This design is the inside cover for Pasta Amore's brochure. While the outside design of the brochure gives information about the business, the inside panels display items from the restaurant and provide potential customers the general menu they serve.

Amethyst Bay

AMETHYST BAY
Resort & Spa

SAVE
your summer with
up to **50% OFF!**

Face & body massages
Facial Scrubs
Mani-Pedis
& more!

Up to 50% Off!

1234 Amethyst Ave
Amethyst Bay, FL 12345 1-234-567-8910 www.amethystbayresort.com

For “Amethyst Bay”, I was tasked with creating a print and digital advertisement for the imaginary brand Amethyst Bay Resort and Spa. The brand logo and color palette were premade; I was assigned to use these materials in both advertisements. For the designs, I chose to make an ad campaign promoting a big summer sale. I made the SAVE graphic similar in style to the brand logo to create a design that is both eye-catching and cohesive to the Amethyst Bay brand image. I also remade the Amethyst Bay crystal graphic in the lower-corner of the page, using it to further reinforce the client's brand image in a memorable way.



For the digital Amethyst Bay advertisement, I created a web banner design. I designed this advertisement with the print piece in mind; I used elements from the previous design like the lavender background, SAVE graphic, message and font. For the graphic of the interactive button, I drew simple palm tree shapes, making a reference to the photo used in the print ad (palm trees are seen in the background of the resort.)

3D Lantern



This project is a simple lantern prop that I created to learn making 3D designs in Autodesk Maya. At the beginning of the project, I had to choose a simple inanimate object that would be seen in a video game environment. I made 2D sketches of the lantern design, basing it off photos of real lanterns. I then used these sketches as reference in Maya to make the 3D design. Alongside the object's outward appearance, I had to consider the technical aspects of the design; all faces in the object had to be quads (four-sided polygons) and I had to create and unfold UVs so the object could be rendered properly in a game engine. The final design has a poly-count of 1,048 faces.

3D Carousel Toy



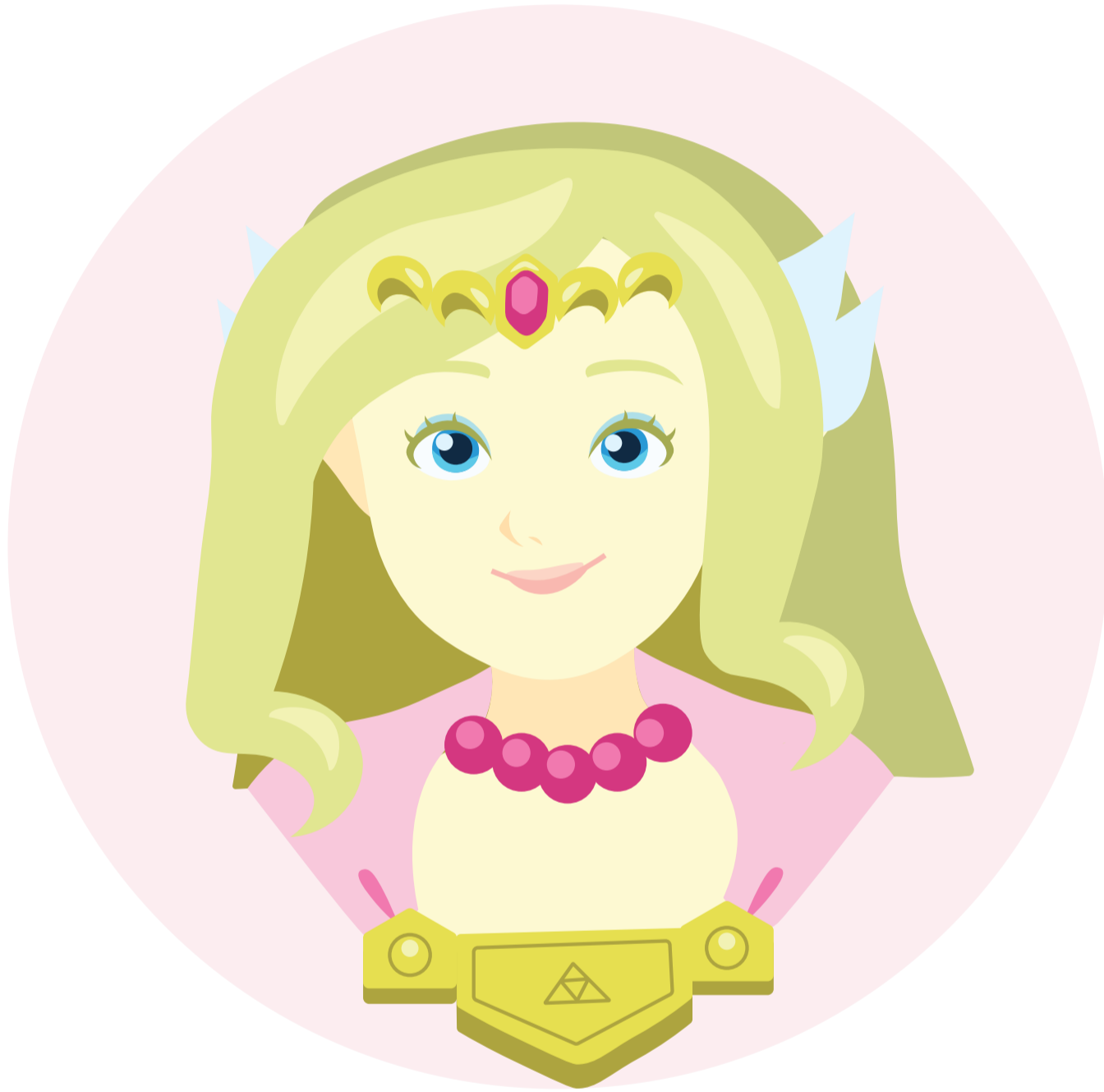
My second 3D project is another low-poly game prop; this time, the prop is a carousel toy. For this project, I was tasked with creating a new, more complex, inanimate object. The creative process for this project was less restrictive; instead of directly recreating a preexisting design, I researched images of carousel rides as inspiration for the toy design.

Sakura



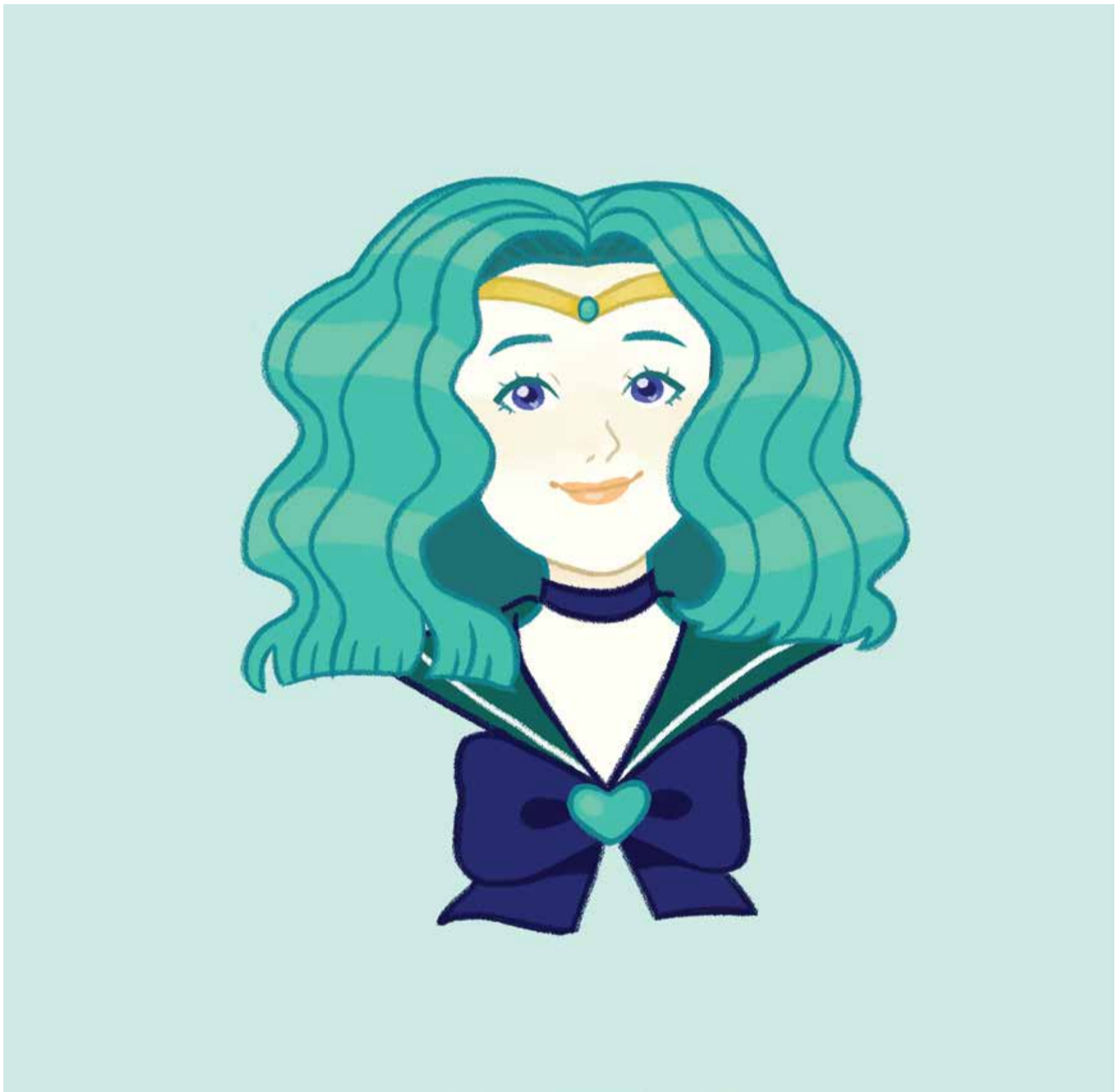
For this project, I redrew a casual illustration of the character Sakura Kinomoto from the show Cardcaptor Sakura. This was a personal drawing for me because it was inspired by my nostalgia for the show and a close friend who was also a huge fan.

Princess Zelda Icon



This project is an icon commission that was requested by a friend; the character depicted is Princess Zelda from The Legend of Zelda series. I decided to try creating an icon in Adobe Illustrator. I wanted to create smooth, simple vector graphics for this project, so I mainly worked with the pen tool and curvature tool.

Sailor Neptune Icon



This project was another bust icon commission that I created for a friend; they wanted the character in the icon to be Sailor Neptune from the series Sailor Moon.

Summer on Float Islands



This project is an illustration inspired by the Kirby game series. The main character, Kirby, and his friend Waddle Dee are having a nice summer day relaxing on a floating island. Many details in this illustration, like the flowers, sand patterns, fish, and the large stars in the water are inspired by a location called Float Islands (an environment seen in multiple Kirby games.)