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# AMY MCKINNEY

*A detail-oriented designer who works collaboratively with business partners to create exploratory solutions and unique, engaging designs that improve brand equity.*

## TECHNICAL SKILLS

- » Adobe Illustrator, Photoshop, InDesign, Premier Pro, XD
- » Mailchimp
- » WordPress
- » Canon DSLRs / Photography
- » Relief / Letterpress Printmaking
- » MS Office Suite

## PROFESSIONAL ATTRIBUTES

- » Collaborative Partnerships
- » Translates Concept to Design/Results
- » Intellectually Curious
- » Active Listening Skills
- » Innovative Thinking
- » Detail-Oriented
- » Trusted Steward & Partner

## EDUCATION

**B.F.A. Applied Media Arts: Graphic Design**  
**Minor: Art History**  
» Summa Cum Laude  
Edinboro University  
Edinboro, PA

## PROFESSIONAL EXPERIENCE

**Lead Graphic Designer** » **KKPR Marketing & PR, Remote** » **Aug 2019 – Current**  
*Boutique Marketing firm offering marketing, advertising, and public relation services*

Leading design initiatives for all digital, web, email, video, and print needs alongside Marketing Director and Social Media Specialist. Clients include national retail, small businesses, and non-profits. Fully comprehending each client's needs to convert, grow, and establish their businesses.

**Freelance Graphic Designer** » **Amy McKinney Design** » **Oct 2018 – Current**

Complete design projects for a variety of clients within the Merchandising, Packaging, and Retail industries. Ability to easily understand a client's objective and the company/brand. Work includes digital, print, and product design.

**Associate Graphic Designer** » **L.L.Bean Inc., Freeport, ME** » **Sept 2013 – Apr 2018**  
*A \$1 billion+ multi-channel retailer that sells clothing, footwear, outdoor / travel equipment and home goods.*

Served as an internal consultant for merchandise design teams, translating conceptual themes into visual pieces. Designed graphics for all merchandise departments, including placed graphics, pattern motifs, and packaging.

## SELECTED ACCOMPLISHMENTS

- » Led redesign initiative for L.L.Bean's retail impulse food packaging that contributed to 40% increase in sales. This more current, consistent look among all retail locations greatly improved brand representation and ease in shopping.
- » Created the chosen emblem designs for the limited edition Red Sox World Series Championship L.L.Bean boot and totes. The boot emblem design gained further PR as a feature on the L.L.Bean Bootmobile in the celebration parade and the Conan show thanks to Jonny Gomes.
- » Designed an identity for a new home inspection business that started with just one individual's idea. Within one year of business, their schedule is full and they are inspecting anything from someone's first home to sprawling properties in Park City. Having established and professional branding from the start helped ingrain trust and reliability to new clients. This especially stands out in an industry where brand identity is not always a priority.

## COMMUNITY INVOLVEMENT

**Troop Co-Leader** » **Girl Scouts of Maine** » **2017 – 2018**

Leader of a local Daisy level troop. Included helping plan and manage meetings, meeting young children "where they are" to help them develop as individuals, and eating (I mean, selling) a lot of Girl Scout cookies.

**Volunteer** » **Cancer Community Center, Portland, ME** » **2015 – 2017**

Provided on-call design work including annual report and marketing materials. Organized fundraising initiatives through my position at L.L.Bean.