DARCEY MCKINNEY

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4716 Duval Road, Unit A3
Austin, Texas 78727

EDUCATION

2014–2018

University of South Alabama, Mobile, AL
BFA Graphic Design/Printmaking

2005–2009

Daphne High School, Daphne, AL
Primary Education Diploma

EXPERIENCE

1. The Meteor | Shift Lead (2020 to present)

Providing managerial support when the Store Manager isn't available on-site. Resolving problems with customers, helping employees on the shift troubleshoot problems and documenting issues to report back to upper management.

2. Goodwill of Central Texas | Junior Graphic Designer (2019-2020)

Developed and produced visual design solutions in digital and print media for a wide range of internal and customer-facing projects while adhering to style guides and visual language that is consistent with Goodwill Central Texas design standards.

3. Trees Atlanta | Interim Marketing and Events Manager (2018)

Managed all social media networks through Hootesuite. Designed marketing content for social media. Used Mailchimp to create monthly and weekly marketing campaigns. Managed event space rentals, through in-person tours and upkeep of equipment. Used excel to create contracts and handled all rental financial transactions.

4. Archeology Department | Contract Designer (2017)

Worked in partnership with the Archeology Department at the University of South Alabama to create illustrations, typographic posters and maps for The Porch Creek Indian installations.

5. Freelance (2014 to present)

Accomplished many commissions for various clients mostly in logo design, brand identity and illustration.

SOFTWARE

Highly Proficient

Illustrator, InDesign, Photoshop, Procreate, Wordpress, Mailchimp, Hootesuite, & Excel.

Proficient

After Effects, Google Sheets, Lightroom.

SKILLS

Graphic, web and editorial design.
Traditional and digital illustration.
Identity/ branding.
Packaging.
Creative and technical writing.
Photography.
Hand lettering.
Leadership and management.
Customer service.
Marketing and advertisement.

REFERENCES

Richard Roettgen | Cafe Manager The Meteor, richard@themeteorcafe.com, (352) 871-0979

Diane Gibbs | Graphic Design Instructor, diane.gibbs@gmail.com, (251) 461-1696

Marissa Macy | Author and Educator, marissakmacy@gmail.com, (512) 577-5040