

HELEN MCKENZIE

PROFESSIONAL PROFILE

Senior level designer with a wide variety of exposure in all areas of the design and print environment. I've built a career focused in the fast-paced agency and commercial printing market. I'm a seasoned designer, with extensive experience working in the Adobe Creative Suites, InDesign, Illustrator, Photoshop and pre-press set up. I'm an enthusiastic and positive personality, extensively creative, eager to prove myself and committed to finding a new goal in this field.

Education

AS, Graphic Design Technology. Graduating with Highest Honors, MDCC North Campus, Miami, Florida.
Adobe Suites; Photoshop 1, Photoshop 2, Illustrator and InDesign

PROFESSIONAL EXPERIENCE

- April '16 - present:** **VP Press, Fort Lauderdale, Florida.**
Lead Designer - Leading design for a multi-million dollar, family owned commercial printing company. I lead all client engagements, conceptualize design and coordinate the flow of work thru the various stages of our production process at the direction of the client. Detailed and deadline driven work environment delivering on clients requirements.
- Jan '03 - present:** **HM GRAPHIC DESIGN**
Freelance Designer - I've managed to build a small number of independent clients thru social media and peer-networking in local business development and marketing groups. Current and past clients include, Hollywood Kia, Palm Beach County Roofing, Broward Paper & Packaging, Miami Carnival Center, Imperial Point Home Owners Association, Goldwell, Keller Williams, Coldwell Banker, Downtowner Saloon, Luxe Property Management.
- April '16 - present:** **PCA Delta, Pompano**
Art Director - Responsible for client engagement and coordination of entire project thru design, pre-press and print responsible for defining internal process flow for all projects.
- March '09 - April '14:** **Lipof Advertising Fort Lauderdale**
Independent Contracted Designer - Lead design on a wide range of store front and in-store displays, direct mail, magazine and newspaper ads for companies including Pet Supermarket and Flanigans Restaurants.
- Feb '05 - March '09:** **Traut Advertising Fort Lauderdale**
Graphic Designer - Graphic design for an automotive advertising group including newspaper, direct mailing pieces, postcards and magazine ads. Lead designer for a Targa set up for TV commercials and animated web ads. Incredibly fast paced, deadline driven work environment.
- May '03 - Feb '05:** **Broward Paper & Packaging Fort Lauderdale**
Graphic Designer - Designer in the advertising/catalog department. All in house advertising including product catalog layout, newspaper ads, direct mailing and business cards. I currently still freelance work for Broward Paper, creating vector artwork for custom packaging projects.
- Jan '03 - April '03:** **PK Graphics Fort Lauderdale, Florida.**
Graphic Designer - Hired from an intern position, working in a detailed and deadline driven, fast paced working environment. Worked directly with clients on layouts for flyers, business cards, and brochures.

PERSONAL PROFILE

I am a long-time endurance athlete who has competed in over 60 marathon, ultra and Ironman triathlon events with a marathon PR of 3 hour and 19 mins. I have also qualified for and competed in the Boston Marathon and Half Ironman World Championships. I apply this same dedication in all areas of my life.