


# MCKENLY SANTOS

 McKenly Santos

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 www.mckenlysantos.com

## Core Competencies

Print Design  
Digital Marketing  
Client Relationship Management  
Typography  
Brand Development  
Team Collaboration  
Logo Design  
Quality Control  
Business Growth

## Skills

InDesign  
Illustrator  
Photoshop  
Sketch  
Microsoft 365  
(Word, PowerPoint,  
Excel, Publisher)  
InVision  
XD  
Microsoft Visio

## PROFESSIONAL SUMMARY

Vision-driven change agent with career-long record of graphic design, website development, and project management success for leading organizations.

A dynamic, motivated, client-focused professional with the educational background and proven work ethic to achieve client vision, present balanced and impactful designs, cultivate robust client relationships, and more within the design sector. Proven talent for delivering excellent service in fast-paced environments, with the skillset to analyze complex information, manage key projects, and lead diverse individuals. Out-of-the-box thinker who is comfortable working in teams or independently to ensure solutions consistently meet or exceed business goals.

## PROFESSIONAL EXPERIENCE

### Copymat

San Francisco, CA

April 2007 to March 2020

#### Graphic Designer, Desktop Publisher Expert

- Spearheaded, designed, and successfully managed over 30 event projects annually for clients that included Wells Fargo, Charles Schwab, Salesforce, and Dolby.
- Communicated and brainstormed with clients to generate creative ideas by rapid concept prototyping.
- Conceptualized and created high-fidelity mock-ups to execute and deliver on the client's design vision.
- Collaborated cross-functionally with Marketing Managers, Art Directors, and stakeholders, as well as high-level clients, to deliver projects within narrow deadlines.
- Ensured the utmost quality and accuracy of all final products by reviewing, proofreading, and edits all materials.
- Organized and managed projects through a design request software: trafficking creative and preparing and releasing files to the media team.
- Kept abreast on trends in art and design.

### Golden Financial Mortgage

San Francisco, CA | Antioch, CA

April 2006 to April 2007

#### Graphic Designer, Administrative Associate

- Served an integral role in opening the San Francisco office.
- Designed the company logo and revamped the company website.
- Utilized Illustrator, InDesign, and Photoshop to design templates and business cards.
- Oversaw and maintained the company website and partnered with the Founder and Broker to strategize and promote customer outreach digitally.
- Supported various leadership positions with administrative support, such as maintaining daily office operations, screening phone calls, scheduling appointments, and meeting clients.
- Developed digital graphic designs that supported company branding, mission, and goals.

## PREVIOUS EXPERIENCE

### Stanford University

Stanford, CA

August 2000 to February 2005

#### Administrative Associate

## Personal Interest



Outdoors



Hiking



Camping



Mountain Biking



Snowboarding



Photography

## FREELANCE

**Signal Event Group, LLC** **September 2020**  
Fredericksburg, TX  
Designed logos for 113 West Street Inn and Rafter J Bar.

**Carta** **May 2020**  
San Francisco, CA  
Designed a logo for the legal and compliance division.

**Hella Bien** **September 2019**  
Vallejo, CA  
Design a logo for an up and coming writer and podcaster, Bien Elize Roque-Nido.

**National Junior Cheerleaders** **February 2013 - February 2016**  
Burlingame, CA  
Designed shirts, sweaters, and cheer items for the annual National Junior Cheerleaders Competition.

**Red Brick Studios** **January 2013**  
San Francisco, CA  
Designed a fresh and innovative logo for a start-up company.

**The Source Magazine, Hudson Entertainment** **May 2006**  
San Mateo, CA  
Designed website banner and biography page for R&B artist Gnarls Barkley.

**Los Angeles Dodgers Radio** **May 2005**  
Los Angeles, CA  
Collaborated with the Marketing Team to redesign a more active approach to the logo.

## EDUCATION & CERTIFICATION

**General Assembly** **July 2019**  
San Francisco, CA  
**Certification in User Experience Design**

**Platt College** **April 2006**  
Los Angeles, CA  
**Associate of Arts (A.A.) in Graphic Design**

## PROFESSIONAL AFFILIATIONS

AIGA, The Professional Association for Design | San Francisco Chapter

## VOLUNTEERISM

**The Child Day Schools, LLC** **May 2015 - March 2020**  
Lafayette, CA  
Volunteered for annual fundraising events by designing and printing posters, programs, and note cards for yearly events. Assisted with various tasks to help events run smoothly.

Thank you for your time

References and portfolio available upon request