

McKenzie Song

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Education

TEXAS CHRISTIAN UNIVERSITY

Class of 2025 | Fort Worth, TX

- Bachelor of Science in Design Studies and English Minor
- John V. Roach Honors College
- Dean's List
- Faculty Scholarship, Merit-based
- The National Society of Leadership and Success

INSTITUTO LORENZO DE' MEDICI

Fall Semester, 2023 | Florence, Italy

TECHNICAL SKILLS

- Procreate
- Adobe Creative Suite
- Microsoft Office
- Photography
- Shopify

Affiliations

DIVERSITY, EQUITY, INCLUSION | 2022 - 2023

Board Member | Fort Worth, TX

- Received and approved grants proposed by the faculty in TCU's College of Fine Arts as the sole undergraduate representative.

KAPPA ALPHA THETA | 2021 - PRESENT

Sorority Member | Fort Worth, TX

- Assist elected members by creating designs, merchandise, and digital illustrations for social media and sorority-led events.

ONE LOVE ORGANIZATION | 2023

Executive Board Member | Fort Worth, TX

- Design graphics and merchandise for the club.

Experience

MCKENZIE SONG DESIGN | 2021 - PRESENT

Founder | Baltimore, MD | Fort Worth, TX

- Independent design company.
- Specialize in mixed media design, photography, collage, and illustration vector work.
- Own and operate Etsy shop, Instagram, and personal portfolio website.
- Work closely with clients to customize orders.

MINT + MAJOR BOUTIQUE | 2023 - PRESENT

Graphic Designer + Social Media Manager | Towson, MD

- Manage the Mint + Major Instagram.
- Independently shoot and edit content.
- Use Shopify for monthly website updates.
- Use Planoly, Canva, and Adobe programs to promote new collections.
- Send and design mass emails through Klaviyo.

TOBIAN ART GALLERY | 2023

Attendant | Intern | Florence, Italy

- Social media manager.
- Update company website on a weekly basis.
- Advertise artwork to potential clients.

GRAPHIC DESIGNER | 2021 - PRESENT

Entrepreneur | Baltimore, MD | Fort Worth, TX

- Freelance design work.
- Create custom prints, logos, art, and mixed media pieces for clients.

KATHERINE JEZEK DESIGN | 2022 - 2023

Assistant | Dallas, TX

- Edit website body copy.
- Fulfill physical orders by helping to construct and build custom designs.
- Specialize in themed, luxury wedding invitations, event branding, and print design.