

Makenna Lewison

GRAPHIC & DIGITAL DESIGNER

(573)587-6229 mlewis11@saic.edu
St. Louis, MO 2026designportfolio.com

CORE SKILLS

DESIGN & BRAND

Brand Identity | Campaign Design |
Typography | Layout | Digital Advertising |
Print Production | Image Retouching

DIGITAL & WEB

Responsive Web Design | E-commerce Design
| CMS Management | UX Principles | SEO |
Analytics

SOFTWARE

Adobe Photoshop, Illustrator, InDesign,
Lightroom, Premiere Pro, Acrobat & Firefly |
Canva | Procreate

PLATFORMS

WebAct CMS | Midway Plus | WordPress |
Wix Studio | Framer | Google Analytics |
Meta Business Suite

EDUCATION & CREDENTIALS

BACHELOR OF FINE ARTS

School of the Art Institute of Chicago
2020-2022

Additional college coursework in
Marketing and Graphic Design

- FAA Remote Pilot Certificate, Part 107
- Artificial Intelligence (AI) Skills in Action
- Cybersecurity for Marketing Professionals



SUMMARY

I am a graphic and digital designer with experience developing brand, campaign, product-marketing, web, and print assets across automotive, real estate, agency, and small-business environments. I combine Adobe Creative Cloud expertise with responsive web design, CMS management, copywriting, photography, and video production. I am skilled at translating complex information into clear, brand-consistent creative from concept through final production.

EXPERIENCE

GRAPHIC DESIGNER & WEBSITE COORDINATOR

FASS Solutions

Apr 2026 - Present

- Create integrated print, digital, and web assets that turn complex automotive product information into clear, brand-consistent marketing.
- Design multi-page brochures, product ads, comparison graphics, technical diagrams, web banners, email assets, and sales collateral in Adobe Photoshop, Illustrator, and InDesign.
- Maintain responsive e-commerce content in WebAct CMS and Midway Plus, prioritizing mobile UX for a site where 74% of traffic comes from mobile devices.
- Retouch and optimize imagery into WebP assets of 300 KB or less; partner with leadership, sales, and product teams from concept through production.

FREELANCE GRAPHIC DESIGNER & CONTENT CREATOR

Self-Employed

2016 - Present

- Develop visual identities, campaign creative, illustrations, product graphics, web experiences, photography, and short-form video for clients across industries.
- Built an audience of 120,000+ through original visual content; produced multiple videos with more than 1 million likes and increased client follower growth by over 50% in six months.
- Lead projects from discovery and concept development through revisions, asset organization, production, and delivery using Adobe Creative Cloud, Canva, Procreate, Wix Studio, WordPress, and Framer.

ART DIRECTOR & MARKETING COORDINATOR

McMichael Realty

Feb 2025 - Mar 2026

- Developed multi-platform campaign creative that increased social engagement by 2,000% in one month across Instagram, Facebook, TikTok, Pinterest, and YouTube.
- Produced property photography, drone video, listing reels, open-house promotions, testimonials, and branded flyers; managed copy, editing, publishing, and performance tracking.

COPYWRITER

High 5 Communications

2024 - 2025

- Wrote conversion-focused copy for blogs, emails, landing pages, websites, and social content across B2B and B2C clients.
- Applied SEO research, content hierarchy, audience psychology, and brand voice while collaborating with designers to align messaging with campaign concepts and page layouts.