

# Mackenzie Lowry

SENIOR GRAPHIC DESIGNER   Brand • Motion • Campaigns

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San Francisco, CA

I'm a multidisciplinary visual designer who thrives on ambitious creative challenges. With 5 years of experience, including over 3 years leading internal campaigns and brand storytelling for brands like Dolby, Pixar, and Affirm, I bring ideas to life across digital, motion, and real-world touchpoints with clarity, creativity, and long-term impact.

## EDUCATION

### BS Graphic Communication

Cal Poly State University  
San Luis Obispo, CA

### SAB Audiovisual Media

Hochschule der Medien  
Stuttgart, Germany

## TECHNOLOGY

Illustrator, InDesign, Premiere,  
After Effects, Figma, Webflow

## SKILLS

Visual Identity, Art Direction,  
Campaign Design, Motion  
Graphics, Storytelling, UX/UI  
Collaboration, Responsive Web  
Design, Illustration

## SOFT SKILLS

Creative Strategy, Systems  
Thinking, Team Leadership,  
Client Communication, Agility,  
Adaptability, Mentorship

## SPOTLIGHT AWARD

"Designers juggle a lot on our team, but Mac consistently goes above and beyond. She continues to be an invaluable asset to our team."

## EXPERIENCE

### Senior Graphic Designer

2021 - Present

Alliant Insurances Services, Inc.

Lead designer for internal communications and benefits campaigns for major tech clients in a high-volume, agency-style creative team.

- Direct and produce Alliant's annual Year in Review video, leading concept development, timelines, and post-production across the creative team.
- Reimagined Pixar's OE campaign and benefits identity, building a scalable brand system and increasing engagement by 27% in 2024.
- Art directed Affirm's 150+ page benefits site, creating a custom icon system and evolving brand guidelines to deliver high-impact visuals and storytelling.
- Led bi-weekly design meetings and mentored junior designers, helping establish process, culture, and creative support in a fast-moving team.

### Digital & Motion Designer (Freelance)

2020 - Present

The Milken Institute

Lead designer for branded animation and video supporting the Milken Institute's brand team and annual Global Conferences.

- Storyboarded and animated the Milken Institute's logomark for broad use, strengthening brand consistency across digital and event platforms.
- Created promotional videos and motion graphics for the Global Conferences (4,500+ attendees), bringing brand themes to life.
- Produced the Institute's top-performing video of 2020 with 69,000+ views.

### Associate Graphic Designer (Temp)

6-Month Contract, 2019

Sage Publications

Designed print and digital materials including books, eBooks, journals, and marketing assets from concept to production.

- Led the redesign of 40+ SageJournals covers as part of a 2020 rebrand.
- Designed the cover for *American Democracy in Peril* (9th ed.), sold through major retailers including Amazon and Barnes & Noble.