

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.