

Mackenzie Lowry

BRAND DESIGNER

Collaborative brand and communications designer who translates complex, technical ideas into human experiences. Thrives at the intersection of systems, craft, and creative problem-solving.

EXPERIENCE

Alliant Insurance Services | Sr. Graphic Designer 2021 - Present

- Built scalable visual systems for Pixar's employee benefits brand, increasing Open Enrollment engagement by 27% across digital, print, and environmental touchpoints.
- Launched Dolby's multi-channel benefits campaign to support a remote workforce, reducing benefits-related calls by 50%.
- Art directed Affirm's 150+ page benefits website, creating a custom icon system and refining brand expression.
- Directed Alliant's annual *Year In Review* video from concept to production in collaboration with designers and stakeholders.

Milken Institute | Freelance Motion Designer 2020 - 2021

- Designed branded animation and video for the Institute's brand team and Global Conferences (4,500+ attendees).
- Animated the Institute's logomark for broad use across digital, video, and event platforms.
- Produced the Institute's top-performing video of 2020 (69,000+ views).

Sage Publications | Associate Graphic Designer 2019

- Designed print and digital materials including books, eBooks, journals, and marketing assets.
- Led the redesign of 40+ journal covers as part of a company-wide rebrand initiative.

CONTACT

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EDUCATION

California Polytechnic State
University, San Luis Obispo
B.S. in Graphic Communication

Hochschule der Medien
Audiovisual Media Exchange

TECHNOLOGY

Figma
Adobe Creative Suite
Google Workspace
HTML & CSS

SKILLS

Brand Systems
Cross-Channel Design
Motion & Video
Typography & Layout
Concept Development
Art Direction

CERTIFICATIONS

Webflow Practitioner | 2025