



Kristen McKenney - Creative Media Design

Ocala, FL contact@kristenmckenney.com kristenmckenney.com

Creative designer with 20+ years of experience in visual design, web development, and digital storytelling. Specializing in branding, marketing collateral, and clean, user-focused websites, I bring concepts to life through thoughtful layout and sharp visuals with a user-center focus. Passionate about collaborating with fast-moving teams and turning abstract ideas into real, meaningful experiences.

Experience

Graphic Designer & Front-End Web Developer

TJM Promos – Ocala, FL

2020 – Present

- Led design and front-end development for branded microsites, ecommerce interfaces, and event pages.
- Created marketing materials (E-blasts, social media ads, digital ads).
- Collaborated with cross-functional teams including sales, developers, and graphic artists.
- Integrated brand strategy into visuals across digital assets.

Freelance Designer

TJM Promos – Fresno, CA / Ocala, FL

2015 – Present

- Delivered branding, marketing collateral, and social media solutions for startups, nonprofits, and small businesses.
- Built client trust through clear communication and consistent design systems.

Junior Designer

Subco – Fresno, CA

2015 – 2017

- Assisted in layout design for printed and digital marketing collateral and internal communications.
- Supported senior team with asset creation for client pitches.
- Handled basic front-end updates and email templates.

Skills

Design & Creative

- Adobe CC (Photoshop, Illustrator, InDesign, XD)
- Figma, Sketch
- Branding & Identity
- Typography, Color Theory
- Layout & Editorial Design

Web & Development

- HTML, CSS, JavaScript
- PHP, Laravel, Tailwind CSS
- Responsive Design
- UI/UX Best Practices
- SEO & Accessibility
- Salesforce

Other

- Photography & Image Retouching
- Email Marketing Design
- File Prep for Print & Production

Education

B.A. in Digital Media

University of Central Florida, Orlando FL — Graduated 2005

A.S. in Graphic Design

Santa Fe College, Gainesville FL — Graduated 2002