

Mackenzie Boveri

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Experience

Graphic Design Intern | House of Aama *June 2025-Present*
Contributed to strategic preparation for New York Fashion Week through hands-on development of collection visuals, launch campaigns, and promotional materials. Worked cross-functionally with the design and creative teams to refine concepts, execute layouts, and produce polished assets aligned with the brand's storytelling and identity. Supported high-profile collaborations, including with Vogue, by developing branded assets and maintaining strict adherence to visual standards and brand guidelines across digital, social, and presentation platforms.

Graphic Design Intern | ChiChi *June 2025-Present*
Collaborated directly with the founders to shape the brand's identity and support its rapid growth from a small start-up to landing placement in Target stores across America. Created and executed digital and print assets that elevated the brand's presence across marketing, social media, packaging, and retail.

Freelance Graphic Designer *August 2021-Present*
Created and produced successful marketing campaigns for Penn State Outdoor Adventures. Built lasting client relationships, and created impactful designs that drive success for their brands and increase student involvement.

Junior Designer | Evanisko Project *August- December 2024*
Partnered with the Pattee and Paterno Library to create a community based human centered design exhibition. Assisted leading a team of designers in developing branding and other deliverables that lead to an increase in student engagement.

Supervisor | Outdoor Adventures *August 2022-Present*
Created lesson plans, cleaned and organized hundreds of gear items, managed rentals, communicated with participants, organized monthly meetings, and trained staff. Instructor for various outdoor activities. Supervisor at a 40ft high ropes course for group programs of 8-64 people.

Skills

Figma
Motion
Art Direction
Image Making
Adobe Creative Suite

Awards

Ryan Russell Award for Design Excellence 2026
Arts & Architecture Alumni Award 2025
Dean's List 2021-2026

Education

Pennsylvania State University
2021-2026
Graphic Design Major
Photography Minor
GPA 3.8

Activities

Pennsylvania State University
Design Association 2022-2026
Alumni Chair 2025-2026

Pennsylvania State University
Club Water Polo 2021-2026
Secretary 2022-2023, Public Relations Chair 2022-2024,
Social Media Chair 2022-2024,
THON Dancer 2024,
THON Chair 2024-2025