

Mackenzie Broderick

Graphic Designer

Hello, I'm Mackenzie, an Austin-native Graphic Designer based in Central Texas. I have over five years of professional experience with a focus in Graphic Design and Marketing. I am passionate about branding and enjoy leading projects from start to finish.

My Portfolio

Education

Texas A&M University–Corpus Christi
Graphic Design, BA

Skills

Software
Adobe Creative Suite
Figma
Mailchimp
Canva
Webflow
Wordpress
Asana
Monday
Microsoft Suite

Creative Disciplines

Graphic Design
Art Direction
Marketing
Branding
Illustration
UI/UX
Publication
Packaging
Campaign Strategy
Copywriting

Experience

Graphic Designer

San Antonio Botanical Garden
2023 – 2025

- Design omni-campaigns for publications, signage, exhibition branding, print & digital collateral, merchandise, mailers, documents, and presentation decks.
- Manage project intake, timeline, and deliverable expectations with cross-functional teams.
- Oversee ordering and printing processes with vendors.

Marketing Specialist

Mammen Family Public Library
2021 – 2022

- Oversee all marketing, creative, and printing needs, including project intake, timeline, and deliverable expectations.
- Manage website, email marketing, social media and paid advertising.
- Report on marketing analytics weekly & monthly.

Graphic Designer

Texas A&M University–Corpus Christi Student Activities
2020 – 2021

- Design, print, and distribute multi-platform event campaigns, including flyers and posters across campus.
- Partner with Student Activities departments to define campaign needs and manage timelines.

Freelance

- San Antonio Botanical Garden
2023-2026
- Visit Corpus Christi
2025
- Devine Wine Bar & Bistro
2024



Contact

mackbroderick@outlook.com
mackbroderick.com
512.586.0415

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