

# McKenna Shuster

McKenna Shuster is a designer & creative strategist based in Denver, Colorado. She is an empathetic creative that has worked in a wide variety of design fields — including start-ups, agencies, freelance, and tech. She prides herself on her intellectual curiosity, large design toolbox, and excellent work ethic.

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## EDUCATION

### Dribbble Product Design

[DENVER, CO / 3.2023-7.2023](#)

24-week course on product design featuring mentorship from leaders in the industry.

### Northeastern University

[BOSTON, MA / 2014-2018](#)

BFA in Interaction Design  
Minor in Art History

[BERLIN, GERMANY / SUMMER 2016](#)

Study of documentary photography, design, and German culture

## SKILLS

Leadership, Mentorship, Art Direction, Delegation, Collaboration, Product Design, Web Design, Brand Design, Marketing Design, Print Design, Packaging Design, Photography, Printmaking

## TOOLSTACK

Figma, Adobe Creative Cloud Suite, Sketch, Canva, Google Suite, Invision, Microsoft Office, Slack, Wordpress, SquareSpace, Semplice, Asana, Notion

## EXPERIENCE

### EBD [SENIOR DESIGNER & WEB LEAD / DENVER, CO / 9.2023-NOW](#)

- Implemented new company-wide web design process that boosted efficiency by over 50%.
- Engages with clients and key stakeholders to ensure design is aligned with overall vision.
- Co-manages with the Art Director a team of savvy designers and mentors interns.
- Critiques work and provides actionable art direction.
- Leads client meetings with Project Managers.
- Collaborates with Project Managers to determine workflow, send deliverables to clients, and share knowledge.
- Works with and manages relationship with external developers.
- Identifies and implements process improvements to meet team needs.

### Simplr, An Asurion Company [CREATIVE LEAD / DENVER, CO / 9.2020-9.2023](#)

- Collaborated with cross-functional teams and stakeholders to ensure that design was aligned with business goals.
- Built and maintained a company-wide collection of brand assets to promote consistency and recognition.
- Reviewed, approved, and enhanced materials created by Simplr team members and outside vendors.
- Stewarded and executed the marketing design strategy for the company, including brand identity, print design, website design, event design, and marketing materials.
- Owned marketing website management, updates, and quality control.
- Provided art direction and one-on-one relationship with creative and tech vendors.

### Godling Studio [FREELANCE DESIGNER / HONOLULU, HI / 6.2021-2.2022](#)

Worked with a global team to create brand identity systems for multiple companies in varying sectors—including but not limited to cryptocurrency, non-profit, and more.

### Alyce [WEB DESIGNER / BOSTON, MA / 3.2020-5.2020](#)

Designed and built (with a WYSIWYG) new website within a month of being employed; managed developer on the project; curated and worked with strategists to design content for all pages; contributed to site and content architecture.

### Sametz Blackstone [DESIGNER / BOSTON, MA / 6.2018-3.2020](#)

Worked with other design, digital, and strategy professionals to create beautiful and timeless print and web design for a range of clients crossing multiple disciplines; Maintained client and vendor relationships.

### Juno Design [FREELANCE DESIGNER / BOSTON, MA / 3.2018-5.2019](#)

Functioned as the lead designer for multiple projects, ranging from chocolate bar packaging to nonprofit organization websites. Collaborated with co-CEOs to deliver quality materials in constrained timelines.

### Everyday Speech [FREELANCE DESIGNER / BOSTON, MA / 1.2018-4.2018](#)

Worked with designers and developers from all over the world, creating brand guidelines for Everyday Speech's new learning platform, defining new illustration/typographic styles, and designing high fidelity game wireframes.