


Paige Nicole McKinnon


Brand & Web Designer


 801-783-7843


 paigenicolemckinnon@gmail.com

 peachynik.com

My Skills

 Brand & Design: Brand Identity Systems, Art Direction, Typography & Layout, Packaging & Print Design

 Digital: Web Design, UX/UI Collaboration, SEO Strategy, Content Design

 Tools: Adobe Creative Suite, WordPress / Avada, Google Analytics, Canva, Mailchimp, Notion, Monday

Education

Bachelor of Science in Communication | Weber State University
April 2020 - December 2021

Associate Degree | Weber State University
August 2018 - April 2020

Experience

Brand Design Manager | Audio Enhancement

May 2025 - Present

- Oversee creative direction across branding, packaging, campaigns, digital, web, and sales materials for a national education technology company, supporting product launches and regional sales teams.
- Led the full redesign of the company website, improving usability and clarifying product messaging, contributing to an estimated 15–20% increase in lead conversions.
- Redesigned the company's core sales presentation, supporting product launches, and 32 regional sales representatives.
- Partner with marketing, IT, leadership, and external vendors to ensure the brand is executed consistently across all digital and print touchpoints.
- Mentor and support designers through hands-on feedback and direction, improving team efficiency and overall quality of work.
- Built and now lead a 5-person in-house design team, creating workflows and creative standards that improved turnaround time by ~25% and made marketing and sales materials more consistent across the company.

Senior Graphic Designer | Prographix

September 2024 - May 2025

- Led branding and large-scale environmental graphics projects for clients including Vail Resorts and Sundance, including event signage, and experiential installations.
- Designed signage systems, vehicle wraps, and large-format graphics used across campuses, events, and public-facing spaces, strengthening brand visibility across physical environments.
- Managed projects from concept through production, working with clients, vendors, and installers to ensure accurate execution and smooth installs.
- Delivered high-volume, fast-turnaround projects, helping improve production efficiency and maintain client satisfaction under tight deadlines.

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Experience

Creative Director | Athena VII

October 2023 - October 2024

- Directed brand, marketing, and digital design for a local event center and coffee shop, helping increase both event bookings and day-to-day traffic.
- Designed and launched a website featuring events, menus, and venue information, increasing event inquiries and online visibility.
- Led social media, email marketing, and event promotions, increasing event attendance helping increase both event bookings and foot traffic/sales by 25% and 30% respectively.
- Redesigned the brand identity and marketing materials (logo, typography, menus, signage, merchandise and promotional assets), creating a more cohesive brand and contributing to increased revenue and repeat bookings.

Senior Brand Designer | Sierra Solei

September 2023 - January 2024

- Developed a full brand identity system including logo suite, color palette, typography, and brand guidelines.
- Designed packaging, merchandise, and printed collateral, extending the brand across product and retail experiences.
- Created digital marketing and social media assets to maintain a consistent brand presence online.
- Supported campaigns ensuring cohesive visuals across all touchpoints.

Senior Web Designer | First Station Media

March 2022 - September 2023

- Designed and built custom websites for over 60 businesses, including nonprofits, and eCommerce clients, focusing on user experience and brand consistency.
- Led design direction in collaboration with developers, ensuring clean, cohesive, and user-friendly final builds.
- Implemented SEO and analytics tracking, helping improve traffic and visibility across multiple client websites.
- Created monthly performance reports using Google Analytics, giving clients clear insight into traffic, engagement, and conversion trends.