

Kendra McGowan

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kendramcgowandesign.com

EDUCATION

Bachelor of Fine Arts, specialization in Graphic Design, Rowan University, Glassboro, NJ, May 2015
Certificate in Painting, Pennsylvania Academy of the Fine Arts, Philadelphia, PA, May 2009

EXPERIENCE

Graphic Design Manager | January 2020 – Present Harris Tea Company, Moorestown, NJ

Create, develop and execute both print and digital design collateral for 6 unique brands, two of which are nationally known. Execute, from concept to print, packaging projects for high-volume tea cartons, tags, envelopes and various other products and substrates. Manage and execute design collateral for all digital launches, product renderings, website design and influencer kits. Manage photoshoot operations, set design, food styling and production of product photography for all brands. In 2023, optimization of individual brand online stores, product pages, and A+ content on Amazon, achieving a 56% increase in sales and a 64% rise in units sold within one year.

In-House Graphic Designer | November 2015 – 2020 Harris Tea Company, Moorestown, NJ

Packaging design, social media graphics, and print advertising for all brands. Product photography for social media and print ads. Collaboration with marketing team to conceptualize, design and execute targeted strategies for brands.

Freelance Designer | August 2015 – February 2016 The Barnes Foundation, Philadelphia, PA

Freelance designer for projects such as invitations, calendars and other design collateral.

Typography Teaching Assistant | September 2014 – December 2014 Rowan University, Glassboro, NJ

Assist professor Jan Conradi with Typography class. Assist students; critiques, brainstorming, inspiration & encouragement. Teach students InDesign techniques. Give short lectures on typography including: other typographers, macro and micro details, developing good hand skills and tips for presenting work.

Design Intern | June 2014 – August 2015 downes Designs, Haddonfield, NJ

Create logos, business cards, letterheads, social networking images and other design collateral. Work alongside owner Pamela Downes Lee and accompany her to meetings with clients.

AWARDS

One of 7 design students selected to represent Rowan University in the 2015 Art Directors Club of New Jersey Awards Competition, Juried by the design Faculty of Rowan, April 2014

Concepts We Wish Were Real, Juried by The Dieline, December 2014

References and Portfolio available upon request.