

KÉZIAH MAKOUNDOU

ART DIRECTOR

CONTACT

📞 646.217.2939

✉ keziah.mak@gmail.com

🌐 www.makgraphic.com

ABOUT ME

Dynamic and seasoned professional with a Master's degree in Graphic Design and Visual Communication, backed by over 15 years of extensive experience in editorial, marketing, and branding across diverse industries including lifestyle, fashion, sports, and beauty. Demonstrated proficiency in project management, team leadership, and budget oversight. With a keen eye for detail and a passion for effective communication, I excel in crafting compelling visual narratives that resonate with target audiences. Fluent in both English and French, I possess a natural adaptability to new environments, coupled with a proactive attitude towards learning and embracing challenges. As a quick learner, I am driven by the pursuit of innovation and continuous improvement, consistently seeking opportunities to broaden my skill set and contribute positively to organizational goals.

EDUCATION

Master in Graphic Design
and Visual Communication

LANGUAGES

Fluent in french and english.

SOFTWARES

K4
Woodwing
Wrike
Adobe Creative Suite
Figma
Wordpress
Microsoft Office

WORK EXPERIENCES

2021-CURRENT

NEW YORK ROAD RUNNER

STUDIO TEAM DESIGNER

New York Road Runners (NYRR) stands as a global leader in advancing the running movement. Renowned as the world's foremost community running organization, NYRR orchestrates a robust calendar of over 100 events annually, highlighted by flagship races like the iconic New York City Marathon, alongside 5 Half Marathons, weekly races across all five boroughs of New York City, and comprehensive youth-focused programs. With an annual reach impacting over 600,000 individuals, NYRR serves as a catalyst for positive change and empowerment. In my role as a Studio Team Designer, I collaborate closely with the lead designer to craft impactful and compelling designs that embody the spirit of NYRR across a diverse range of products, events, and initiatives. From race medals to t-shirts, signage, presentations, and social media assets, I contribute to the creation of visually captivating materials that resonate with our audience and amplify the organization's mission.

2016-2022

MEDIAPLANET

FREELANCE SENIOR DESIGNER

In my role as a Freelance Senior Campaign Designer, I held a pivotal position in designing quarterly print campaigns spanning Health, Tech, and Lifestyle sectors. Through close collaboration with copywriters and project managers, I ensured the seamless delivery of content to our target audience. Working alongside the Lead Designer, I played a key role in crafting editorial layouts that remained aligned with contemporary design trends, ultimately producing captivating and influential campaigns. Our work garnered recognition, with campaigns prominently featured as inserts in prestigious publications such as USA Today and the LA Times.

2018-2020

BERLIN ROSEN PR FIRM

FREELANCE SENIOR DESIGNER

As a freelance senior designer specializing in political campaigns, I collaborate closely with Creative Directors and editorial teams to bring compelling visions to life. My role involves conceptualizing and executing engaging campaigns for a diverse array of candidates nationwide. Developing visually striking assets, including flyers, brochures, direct mail materials, logos, and social media content, all crafted to effectively communicate campaign messages and resonate with target audiences. Ensuring consistency in branding and messaging across all materials while infusing creativity and innovation is central to my approach. I thrive in collaborative environments, working with cross-functional teams to meet project objectives and deadlines, offering creative input and solutions where needed. Staying abreast of design trends, the political landscape, and emerging technologies enables me to continuously enhance campaign effectiveness and relevance. I adeptly adapt designs for various platforms and formats, maintaining visual coherence and impact while managing multiple projects simultaneously with unwavering standards of quality and attention to detail.



WORK EXPERIENCES

2013-2016

THE REAL DEAL MAGAZINE

ART DIRECTOR

The Real Deal stands as the preeminent real estate news outlet, with a daily readership comprising millions of professionals and investors. Revered as the quintessential source for breaking news and comprehensive market analyses across key U.S. markets, our platform holds unrivaled prominence in the industry. In my capacity as Art Director, I assumed responsibility for overseeing the entire creative department. This entailed conducting regular meetings with the editorial team to brainstorm innovative content strategies and coordinating the execution of creative projects. I delegated tasks to both in-house designers and freelancers, assigning responsibilities such as page layout design and photo research, while fostering close collaboration with illustrators for commissioned artwork. Despite my leadership role, I remained actively involved in the creative process, continuously refining layouts for the front of the book, feature stories, and pioneering cover designs. Additionally, I meticulously managed the production process, overseeing the finalization and proofing of artwork to ensure the highest standard of quality for our publications. Furthermore, I provided vital support to the sales team by addressing their marketing design needs, thereby fortifying our brand presence and market outreach efforts.

2012

POPULAR MECHANICS

SENIOR DESIGNER

Popular Mechanics has long stood as the foremost authority on understanding the intricacies of our world. Renowned for delivering cutting-edge news and insights into innovations and inventions across diverse domains including automotive, DIY, science, technology, and outdoor pursuits, our publication holds an esteemed position within the industry. In my capacity as Senior Designer, I collaborated closely with the Creative Director and Art Director to spearhead the magazine's redesign initiative, imbuing it with a fresh and cohesive visual identity. This encompassed the development of a new layout and aesthetic for both the front-of-the-book and featured sections of the publication. Additionally, I oversaw the commissioning of illustrations to complement editorial content. Furthermore, I played an integral role in the digital transformation of the magazine, ensuring seamless adaptation to the iPad version while maintaining brand consistency and user engagement.

2008-2012

UPTOWN/VIBE MAGAZINE

JUNIOR DESIGNER

In my role as a Junior Designer, I had the privilege of collaborating closely with the Creative Director and Art Director on the redesign of VIBE magazine. Primarily tasked with designing the front-of-the-book pages, data design pages, and feature layouts, I played a pivotal role in shaping the magazine's visual identity. This experience afforded me valuable insights into the inner workings of the industry, allowing me to deepen my understanding of design principles and editorial processes. Additionally, I actively participated in the organization of photo shoots and provided assistance to the Creative Director on set, gaining firsthand exposure to the creative production process and contributing to the seamless execution of editorial vision.