

Mac Sanders

GRAPHIC DESIGNER + ILLUSTRATOR

Contact

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P: 229. 669. 7301

Location: Atlanta

[Portfolio](#)

Experience

Owner / Muralist Very Mary Murals 2019 – Present

- Founded and established a groundbreaking LGBTQA+ women-owned mural company, pioneering a space for inclusive and empowering artwork celebrating LGBTQ+ identities and amplifying women's voices.
- Designed and executed large-scale murals, elevating spaces with diverse styles and techniques, leading to a 20% increase in foot traffic and positive community feedback.
- Collaborated closely with clients, architects, and community members to conceptualize mural projects, ensuring alignment with the space's aesthetics and the client's vision.

Graphic Designer / Illustrator Treebird Branding 2021 – 2023

- Utilized advanced proficiency in Adobe Creative Suite and other design tools to create engaging visual content with a keen eye for detail and aesthetics.
- Collaborated closely with cross-functional teams to understand project requirements, translating complex ideas into visually appealing and user-friendly designs, contributing to a 15% increase in user engagement.
- Successfully managed multiple concurrent projects, meeting tight deadlines without compromising design quality or attention to detail, leading to a 25% improvement in project completion efficiency. Played a key role in the development and execution of creative marketing campaigns, resulting in a significant increase in brand awareness and customer acquisition.

Political Graphic Designer Designs by Miko 2021 – 2021

- Conceptualized, designed, and produced a wide range of campaign materials, contributing to a 20% increase in visual campaign impact and recognition.
- Collaborated closely with the campaign team and candidates to ensure effective communication of campaign messages and policy positions.
- Executed quick-turnaround design projects for campaign events, debates, and breaking news, maintaining a high standard of quality, with a 25% reduction in project turnaround time.

Graphic Designer Creative Inc. 2018 – 2019

- Conceptualized and executed comprehensive branding packages for multiple companies, aligning visual identity with core values, resulting in a 15% increase in brand recognition and a 20% boost in customer loyalty.
- Focused on developing and executing marketing campaigns for a diverse set of institutions, including clients like North Georgia Medical Center, Truett McConnell College, Legacy Academy, and others.
- Conducted in-depth market research and competitor analysis to stay at the forefront of design trends and incorporate cutting-edge techniques into design projects.

Education

Master of Arts in Advertising

Savannah College of Art and Design
2019 – 2020

Bachelors of Arts in Graphic Design

University of North Georgia
2016 – 2019

Associates of Arts

University of North Georgia
2013 – 2016

Skills

Professional

Art/Creative Direction

Project Management

Strategy

Copywriting

Branding

Digital/Social Marketing

Technical

Graphic Design

Illustration

Project Planning

Typography

UX Design

Photography

Software

Adobe Suite

Procreate

Micorsoft Suite

HTML/CSS

Sketch

Figma