



## **Makenzie Cashero**

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## **PROFESSIONAL EXPERIENCE**

### **Senior Graphic Designer**

**Rocket | March 2025 – Present**

- Expanded and evolved corporate brand guidelines to develop scalable design systems that supported new initiatives, campaigns, and event experiences.
- Mentored junior-level team members to develop and strengthen their design skill sets.

### **Graphic Designer**

**Wolverine Worldwide | August 2024 – March 2025**

- Created visually stunning and high quality designs and layouts across print and digital media that reflected a high level of craftsmanship and attention to detail.
- Guided the visual identity and graphic standards for the brand.

### **Visual Communications Specialist**

**Wolverine Worldwide | April 2022 – August 2024**

- Constructed a strong brand identity for the portfolio that is consistent throughout corporate initiatives and marketing efforts using designated colors, iconography, typography, patterns, and photography.
- Worked cross-functionally with the portfolio of brands, including Merrell, Saucony, Chaco, Sperry, Sweaty Betty, and Hush Puppies to align on marketing initiatives, new launches, and upcoming projects in order to share cohesive deliverables on a corporate level to the organization's internal and external stakeholders.
- Developed visual and written content for a variety of internal and external communication channels, while also managing the social media accounts including LinkedIn, Instagram, and Facebook.

### **Internal Communications Designer**

**United Wholesale Mortgage | June 2021 – March 2022**

- Collaborated with corresponding teams to forecast communication and marketing needs for upcoming campaigns, initiatives, events, and launches.
- Planned and spearheaded marketing content for large-scale events and the internal content management system for over 10,000 employees.
- Designed effective marketing collateral by utilizing appropriate typography, color, and style based on project type.

### **Graphic Design Intern**

**Rocket | October 2020 – June 2021**

- Created print and digital marketing pieces including logos, one-pagers, presentations, emails, illustrations, branding, and reports.
- Worked on several projects simultaneously while handling multiple clients, deadlines, and deliverables.

## **EDUCATION**

### **Grand Valley State University, Allendale, MI**

Bachelor of Science in Advertising and Public Relations  
Minor in Digital Studies  
2016 – 2020

### **Richmond, The American International University, London, United Kingdom**

Studied Art and Architecture  
Summer 2019

## **INVOLVEMENT**

### **Wolverine Young Professionals Board Member**

**2022 – 2025**

Collaborated with fellow board members to build an environment that develops the next generation of business leaders through social activities, networking functions, and volunteer opportunities.

## **SKILLS**

### **Creative**

Brand development, content creation, advertising, animation, communication planning, visual communication strategy

### **Technical**

Adobe Creative Suite, Figma, Microsoft Office, photography, social media management, Procreate, project management