



McKinna Cupp  
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## EXPERIENCE

### **Print & Motion Designer**

PBS North Carolina, RTP NC ..... April 2021 - Present

In my current role, I have been working to support the Education and Innovation team for PBS North Carolina. The E&I team spends a lot of their time hosting community events, as well as maintaining the Rootle PBS KIDS 24/7 Channel. I support their work by designing all the necessary print materials, social assets, and branded products. We work to bring our events to under-served communities and my main goal as a designer is creating accessible and understandable materials.

### **Contract Graphic Designer**

The Creative Group: Raleigh, NC ..... May 2019 - March 2021

I was a freelance and contract Graphic Designer for CTG working with multiple clients and a variety of contract lengths. My contracts are usually part time for 3 to 6 months or an individual project that is completed in weeks.

### **Camp Instructor**

Digital Media Academy: Duke University Durham, NC ..... July 2019

Teaches a summer course on the fundamentals of Photoshop and Illustrator helping to prepare high school students for degrees in Graphic Design. I taught each class for 5 days (one week) with between 5 and 12 students. I was responsible for learning all of the course materials, ensuring each child had a grasp on each concept, and make sure they took home digital copies of their progress for a portfolio. It was my job to answer all questions for students and parents.

### **Production Assistant**

Jason Cases: Durham, NC ..... July 2018 - March 2019

My responsibilities were to design and produce equipment cases for high end products. My day to day included managing all emails and calls for new orders, getting statements and proofs made, and producing the final order. I had to communicate regularly with each client to complete each order and keep meticulous records of my progress.

### **Marketing Assistant**

Ingeniuoso LLC: Raleigh, NC ..... Aug 2016 - May 2018

I was an early team member to a family-run business selling on Amazon. My responsibilities were to handle all marketing materials, copy writing, and ads. The remaining of my time I served as the Customer Service Representative and general problem solver for both customers and my team. I responded to all emails, feedback, and reviews received and made phone calls when necessary.

### **Receptionist**

Student Programs at Appalachian State: Boone, NC ..... Aug 2012 - May 2016

My responsibility was to sit at the Information Desk in the Plemmons Student Union and provide customer service to its guests, as well as answering calls. I had to be aware of all events that day, and upcoming to answer questions and sell tickets. I directed calls within the entire building, managed the lost-and-found and its records, and served as a friendly representative of the building as a whole.

## EDUCATION

### **Bachelor of Fine Art in Graphic Design from Appalachian State University**

Graduated 2016 Magna Cum Laude; Minor in Marketing