

MARYKATE LARSON

Graphic Designer | Product & UX/UI Design

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EDUCATION

B.A Graphic Design 3.7 GPA

Southern New Hampshire University

🎓 Sept 2022 - April 2026

University Coursework: Digital Design tools, Fundamentals of Design, Design thinking/Graphic Thinking, Digital Graphic Design for web, Typography.

PROJECTS

FutureFunds – Financial Planning Website

- Created a responsive website design for a financial planning brand
- Designed desktop and mobile layouts with a focus on usability and clear user flow
- Emphasized hierarchy, readability, and clear calls to action throughout the experience

CleanMind – Sobriety Wellness App

- Designed a conceptual mobile app focused on supporting sobriety and mental wellness
- Created branding and interface designs that feel calm, supportive, and approachable
- Conducted user research and translated insights into wireframes and high-fidelity prototypes focused on accessibility and user flow

BeatsFest – Music Festival Branding

- Created a logo and visual identity for a mock music festival as part of a school branding project
- Developed a bold, energetic design to reflect live music, youth culture, and festival atmosphere
- Focused on typography, color, and hierarchy to ensure strong visual impact and brand consistency

The Farm at Woods Hull- Meat Product Labels

- Supported the lead designer in bringing the label concept to life for a line of meat products
- Refined typography, spacing, and layout to ensure clarity and brand consistency
- Assisted with production-ready print files, gaining hands-on experience in print design workflows

Pilates Studio – Wellness Marketing Campaign

- Designed a conceptual wellness marketing campaign to demonstrate real-world client work
- Created a logo and color palette to establish a clean, modern visual identity
- Designed campaign materials with a focus on readability, hierarchy, and a clear introductory offer

SKILLS

Design Tools: Adobe InDesign, Illustrator, Photoshop, Figma

Additional Skills: Brand Identity, Social Media Design, Advertising Strategy

EXPERIENCE

Ferry Hill Day Camp

Art Director

📅 April 2022- August 2022 📍 Marshfield, MA

- Create marketing initiatives, strategic positioning, and target audience
- Cooperate with the rest of the creative team
- Create décor for events
- Take work from concept to final execution with deadlines
- Manage and order art supplies
- Create art projects for students

MKL designs

Freelance Graphic Designer

📅 Jun 2020 – Present 📍 Marshfield, MA

- Study design briefs and determine requirements
- Schedule projects and define budget constraints
- Prepare rough drafts and present ideas
- Develop illustrations, logos, and other designs using software or by hand

Sea Greene Art

Studio Designer

📅 Nov 2024 – March 2025 📍 Marshfield, MA

- Graphic Design Layout (Adobe Photoshop, Illustrator, InDesign)
- Design Thinking Problem-Solving
- Project Management Organization
- Client Relations Negotiation

Altitude Fitness Management

Marketing Designer

📅 April 2023 – Dec 2023 📍 New York, NY

- Maintained brand consistency across digital and in-studio marketing materials
- Designed weekly social media graphics to increase engagement and visibility
- Creative Problem-Solving
- Storytelling Visual Communication