



CONTACT

Mackenzie Annala Mooney

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EDUCATION

Academy of Art University • CA

Master of Arts (MA), Graphic Design + Digital Media — May 2026

Sonoma State University • CA

Bachelor of Arts (BA), Art Studio — May 2017
Honors: Cum Laude, With Distinction

Griffith University, Queensland College of Art • Australia

Study Abroad Program, Fine Art — 2015

VOLUNTEER

COMMUNITY SUPPORT NETWORK • Santa Rosa, CA

Volunteer Coordinator | Jun 2023 – Current

WHISTLESTOP • San Rafael, CA

Volunteer | Apr 2020 – Apr 2021

DRAWING INTERNATIONAL BRISBANE • Australia

Assistant | Fall 2015

SKILLS & QUALIFICATIONS

Adobe Illustrator, Photoshop, InDesign, XD

Microsoft Word, PowerPoint, Excel, Teams

- 10+ Years in customer service.
- 7+ Years of education in art & graphic design.
- Packaging design and print production (press-ready files, vendor coordination).
- Brand consistency across marketing materials.
- Layout and typography for digital and print.
- Cross-functional collaboration with marketing teams.
- Proficient in managing multiple design projects and meeting tight deadlines.
- Adaptable and quick to learn new tools, systems, and design workflows.

REFERENCES

- Available upon request

SELECT EXPERIENCE

BOISSET COLLECTION • Napa, CA

Membership Manager + Graphic Designer | Apr 2026 – Present

In addition to membership management, design marketing collateral and visual communications for the direct-to-consumer team, including print materials, signage, menus, and promotional assets. Collaborate with marketing team to create cohesive brand experiences that support marketing initiatives and enhance the guest experience.

Membership Manager | Jan 2023 – Apr 2026

Managed end-to-end wine club operations for both DeLoach Vineyards and JCB Collection, including campaign planning, member communications, and logistics, supporting retention and overall member experience. Track sales, inventory, and membership data to support planning.

Wine Club Coordinator | Oct 2021 – Jan 2023

Supported club operations, member services, managing appointments, orders, and shipping issues. Assisted with campaign planning and content creation for club promotions and events.

DAREY BRANDS • Sebastopol, CA

Graphic Designer | Sep 2025 – Feb 2026

Interim lead designer overseeing marketing and packaging for multiple brands. Led packaging updates across multiple brands to align with rebrand, collaborating with printers and conducting press checks to ensure production accuracy and brand consistency. Collaborated on product mockups and redesigned sales materials, including trade show booths and collateral.

ZK GALLERY • San Francisco, CA

Assistant Director | Sep 2019 – Nov 2020

Designed exhibition layouts and managed artwork logistics, including shipping, inventory, and installation. Oversaw daily operations, staff, and coordinated with vendors, serving as acting director when needed.

Exhibition Coordinator | Jul 2017 – Sep 2019

Coordinated art fair participation, managing shipping, installation, and on-site execution. Maintained inventory, tracked sales and expenses, and supported marketing through digital content and communications.

INTERNSHIPS

CHARLES M. SCHULZ MUSEUM • Santa Rosa CA

Feb 2017 – Sep 2017

Install/de-install exhibitions. Created and cut labels, matted and framed artwork. Maintained spreadsheet of museum inventory. General office duties.

SONOMA STATE UNIVERSITY GALLERY • Rohnert Park CA

Fall 2016

Gallery assistant, facilitated hanging/take down of artwork in gallery exhibitions. Welcomed visitors, and helped set up for guest speakers and events.