

McKenleigh Spitler

✉ mckenleigh.spitler@gmail.com ☎ (615) 925-5291 in linkedin.com/in/mckenleigh-spitler ➦ mckenleigh.wixsite.com/portfolio

Profile

I'm a creative problem solver with a sharp eye for design and strategy. I balance precision with big-picture thinking, crafting innovative visuals that make an impact. With a strong focus on branding and packaging, I transform concepts into compelling designs that feel both intentional and effortless. I thrive on collaboration, bringing ideas to life while ensuring every detail is dialed in. My approach is equal parts creative and analytical—turning vision into reality with strategy, efficiency, and purpose.

Relevant Experience

Creative Director, EcoEnclose 2024-Current

- Spearheaded collaborations with Crocs, Hey Dude, Tower28 Beauty, STIO, Scentbird, Parachute Home, Stitch Fix, and Patagonia, leading high-profile projects from concept to production.
- Restructured and expanded the Creative Team, hiring and training new members while developing comprehensive training programs that reduced onboarding time by 50% and increased team efficiency.
- Established tracking systems and performance benchmarks, ensuring team KPIs were met across proof turnaround times, customer satisfaction, and internal support metrics.
- Maintained a 99% error-free rate across all creative outputs, driving consistency and quality in packaging, branding, and print production.
- Optimized proofing and revision workflows, cutting turnaround time by 40% while sustaining 95%+ customer satisfaction rates.
- Balanced creative execution with operational strategy, implementing scalable systems that streamlined workflows, improved tracking, and increased project throughput.

Order Assurance Executive & Graphic Designer, EcoEnclose 2022-2024

- Led creative strategy and execution for 25+ vendor partnerships, ensuring seamless collaboration and high-quality design production.
- Managed intricate artwork specifications, overseeing proofing, digital pre-press, and precise color matching for 30+ high-value projects monthly.
- Developed customer-facing design resources, providing expert guidance that improved clarity, reduced revisions, and contributed to a 95% client satisfaction rate.
- Built and maintained an internal design library, equipping teams with essential resources from brand assets to print specification guidelines.
- Implemented a proactive quality control system, conducting weekly evaluations of print materials to maintain consistency and elevate brand standards.
- Oversaw the creative review process, ensuring every project met design and production requirements while upholding a 98.5% on-time delivery rate.
- Established a unified brand identity for EcoEnclose, crafting comprehensive visual guidelines spanning packaging, marketing materials, and digital assets.

Art Specialist, EcoEnclose 2021-2022

- Managed 100+ SKUs per month, overseeing order processing, artwork setup, and seamless coordination with production machinery and fulfillment locations to ensure timely and accurate execution.
- Developed custom tracking tools and workflow optimizations, increasing efficiency by 25% and reducing manual processing errors.
- Spearheaded proofing and quality control systems, ensuring brand consistency and maintaining a 99% accuracy rate in production files.
- Led vendor communication, streamlining artwork approvals and print handoff processes, reducing turnaround time and improving print consistency.
- Created scalable design solutions tailored for multiple production methods, minimizing waste and maximizing material efficiency.
- Applied a balance of creative and technical expertise, ensuring all designs translated seamlessly from concept to production across various substrates and print techniques.
- Managed weekly production analysis, identifying trends and driving strategic process improvements to optimize output and reduce inefficiencies.

Educational Background

Bachelor of Science in Environmental Science & Sustainability

Colorado State University, Fort Collins, CO

Technical Skills

Design Software Proficiency

Adobe Suite (Illustrator, Photoshop, Express, XD, Lightroom) Canva, Procreate, Autodesk, Figma

Digital Workspace Abilities

Excel/Google Sheets, Oracle Netsuite, BigCommerce, ShipStation, Word/Google Docs, Powerpoint/Google Slides, Slack, Outlook, Zoom/Google Meet/Microsoft Teams

Core Competencies

Creative Leadership

Communication & Collaboration

Strategic Problem-Solving

Adaptability & Flexibility

Optimistic Outlook

Freelance Experience

- **Packaging Design** – Custom designs for product packaging, shipping materials, and branded unboxing experiences
- **Wedding & Event Stationery** – Invitations, RSVPs, seating charts, save the dates, and other bespoke paper goods
- **Branding & Social Media** – Logos, visual identity, and social media assets tailored to small businesses and entrepreneurs
- **Etsy Shop** – Selling unique, high-quality digital and physical designs, catering to a wide range of personal and business needs