

Zachary T. Williams

zack@zilliams.com - 785.304.0649 - zilliams.com
2800 Westdale Road, Lawrence, Kansas 66049

Objectives

A position which will utilize and further develop my creative, conceptual, and technical skills in design, branding, and marketing, while enriching my experience and understanding as a designer, illustrator, and artist.

Education

Kent State University, Kent, OH
Bachelor's of Arts in
Visual Communication Design
with
Web Design and Programming Minor

Academic Awards:
Graduated Cum Laude with Honors.
Dean's list student. Received both
academic and artistic scholarships
(The Founder's Scholarship and
The Creative Artist Award).

Skills, Abilities and Expertise

Computer skills come naturally. Quick adaptability to new software, techniques and administrative interfaces. Operational expertise with both Macintosh and Windows operating systems. Expert in Adobe Illustrator, InDesign, Photoshop, ImageReady. Proficient in Adobe Dreamweaver, Flash, Google DoubleClick, and the Microsoft Office suite. Coding proficiency with HTML, CSS, and JavaScript. Experience with Final Cut, Adobe Premier, iMovie, Audition and audio editing software. Years of experience in sales environments have provided valuable insight into the business aspects of advertising, branding, and design. Marketing and copy writing experience. Hands-on experience with vintage Platen printing presses.

Interests and Explorations

Contributor for Channel 93.3 FM's E-leven radio show. Creating personal artwork. Enjoying live music, hiking, biking, skiing, as well as playing frisbee golf and dodgeball. Exploring design, art, and music publications and online resources. Traveled throughout the United States and Caribbean. International explorations have been Belize, England, Mexico and Norway.

Experience

Graphic and Web Designer / Marketing and Social Media Manager / Webmaster

My Salad Chop restaurants (also formerly as Fourleaf Chopped Salads and Peppino's Pizzeria).
Denver, CO and Centennial, CO

August 2015 – Present

Sole designer and webmaster for local restaurant group. Designing and preparing for print various materials including identity/branding, menus, advertising, flyers, and apparel. Designing, coding/developing, managing, and editing company website, as well as social media presence and email marketing. Managing, consulting, and concept of marketing.

2
+ years

Senior Integrated Media / Digital Graphic Designer

iHeartMedia. Denver, CO

April 2012 – August 2015

Designing, coding, copy writing, and creative concept of digital advertising and station programming marketing materials; including logos, branding, web banners, web pages, social media campaigns, signage, T-shirts, and printed promotional materials. Posting, trafficking, coordinating, tracking, adjusting and reporting delivery of digital advertising and programming content.

3
+ years

Advertising Production & Creative Manager / Graphic Designer

Yellow Scene Magazine. Erie, CO

February 2009 – October 2011

Creating agency-quality advertisements within short time frames for a wide variety of clients. Involved in all parts of the creative process, from creating and editing marketing concepts and copy, to executing the final design. Editorial layout design and illustration. Managing work-flow, production and quality assurance of advertisements. Designing, coding and posting web art, advertising and e-newsletters. Assisting with technical troubleshooting and other tasks aiding in the advancement of this regional Colorado magazine.

2
+ years

Graphic Designer / Desktop Publisher

Signal Graphics Printing, Inc. Denver, CO

June 2008 – March 2009

Designing and printing logos, booklets, brochures, business cards, flyers, calendars, and promotional materials. Preparing files for press and post-press operations. Reproducing hardcopy documents, photos, and artwork.

.75
+ years

Freelance Design and Marketing (these clients and more)

Colorado based and nationwide clients

May 2008 – Present

Farm To Truck - Design of branding, truck graphics, menus, and advertising; website design, coding, and management.
(February 2014 – Present)

The Soap Shop - Product label design and consulting.
(July 2016 – Present)

WeSpeakPOS - Identity and promotional materials design, marketing consulting.
(February 2015 – Present)

10
+ years



Please visit my web site and view a digital version of my portfolio at <http://zilliams.com/portfolio.pdf>

References available upon request