



zachary walker

zach@zachwalkerdesign.com

www.zachwalkerdesign.com

501.733.0038

design

logo design

packaging

print

web

joomla

ux design

television

radio

marketing

branding

complete campaigns

corporate identity

persona design

copy writing

expertise

design leadership

design methodology

organizational

communication

team leadership

communication

design

presentation

public speaking

research methodology

tools

mac os x

windows xp

css/html

photoshop

illustrator

indesign

dreamweaver

acrobat

office

final cut pro

motion

dvd studio pro

professional experience

freelance artist

1997-2002 • 2008-present

provide branding, complete campaign and creative design for a wide array of clients across multiple industries and media.

- Launch branding and campaigns for clients in agriculture, not-for-profit organizations, home-business, hotel and lodging, and many other unique and varied industries with equally distinctive target demographics
- Provide web presence, print, television, and multimedia campaigns at attainable price points and fast turnaround times for clients varying in size from single proprietorships to multimillion dollar corporations

creative director • former international

2002-2008 • conway, arkansas

efficiently led, administered and delivered campaign architecture, creative design, and execution of all marketing for international manufacturer of nutritional supplements.

- Assessed marketing position and trends, devised advertising strategy,
- Forged and sustained high-performance production and design teams
- Administered all aspects of projects from inception to completion, while maintaining brand integrity and corporate standards
- Managed operational, strategic, financial, staffing, and administrative functions
- Provided creative vision, branding, packaging, and inclusive campaigns across many media for four prime products, sales of which constitute 90% of company's revenue
- Completely overhauled corporate image and branding. Unified 10 disparate product lines under a single corporate umbrella while maintaining individual identities
- Assembled and oversaw a team of in-house creative professionals and freelance talent, established solid relationships with vendors, and created organizational structure for the creative department
- Provided vision, leadership and organizational insight to parent company

director of creative technologies • db&a advertising

1994-1997 • amarillo, texas

brought web awareness and presence to varied clientele at the dawn of the medium. an integral part of the creative team, bringing fresh perspectives to agency clients.

- Established solid, professional and cutting-edge design and execution in the infancy of the internet medium
- Provided established and brand new businesses with web presence and access, guiding them through the entire process, from establishing e-mail and connection, to design and execution of web sites and early examples of fully functional web applications
- Worked with full agency creative team on all forms of advertising and marketing, from clients as varied as Universal Health Services to Hastings Entertainment
- Won 13 Advertising Federations (Addy) awards for work done for DB&A
- Established first area internet marketing service
- Procured numerous new clients for agency through cutting-edge creative design

educational background

university of central arkansas, conway, arkansas • 2007

- Bachelor of science communication, organizational communication emphasis
- Bachelor of science mass communication, multimedia production emphasis
- Graduated Magna Cum Laude
- Earned a position with the Lambda Pi Eta Communication Honors Fraternity
- Won Best Director at 2007 student film festival