

ZACH THOMAS

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concoursestudio.co

EXPERIENCE

AOR, Inc. Denver, Colorado

Select clients include: Dairy Block, The City & County of Denver, The National Lacrosse League, PostNet, AlphaGraphics, Colorado State University Pueblo, Aurora Economic Development Council, Denver Union Station, Sage Hospitality, McWhinney, Saunders, Koelbel & Co, and Denver Film.

SENIOR DESIGNER / ART DIRECTOR, FEBRUARY 2019–PRESENT

Ideated and created thoughtful strategy and creative direction for branding, campaign, and web design projects as the lead designer and art director – providing oversight to and management of freelancers, junior team members, and other agency partners and vendors.

Worked collaboratively with production teams and photo/video partners to provide strategic thinking, on-site art direction, and general oversight during campaign and brand shoots.

Continued to develop and refine skill set through research and implementation of industry design trends, tools, and processes.

Led discovery, workshop, and creative presentation sessions/meetings with clients.

ADDITIONAL RESPONSIBILITIES:

DESIGN OPERATIONS MANAGER, MARCH 2021–PRESENT

Developed and maintained agency brand and design standards, assets, and cross-agency templates – including decks, creative briefs, and new business proposals.

Established and implemented agency processes for proofing, file organization, and asset management for both internal and external projects.

Leader of the cross-departmental agency Logistics team.

DESIGNER, MARCH 2016–FEBRUARY 2019

Created and managed AOR's inaugural summer internship program, including the mentorship and management of design and client service interns.

Delivered thoughtful creative work across various projects including brand identity systems, integrated marketing campaigns, organic/paid social media, web design, and email.

Worked alongside fellow designers and copywriters to deliver on-brief and on-target creative solutions for both visual branding and brand storytelling, messaging, and positioning.

JUNIOR DESIGNER, SEPTEMBER 2014–MARCH 2016

Honed design and strategy skills across key agency verticals – including hospitality, real estate development, government and municipalities, and higher education.

New Honor Society St. Louis, Missouri

FREELANCE ART DIRECTOR, JANUARY–AUGUST 2014

Select clients include: Logitech, General Snus, Zyn, and Schreiber Dairy (Dreyer's/Edy's)

Conceptualized and designed various print and digital work for different consumer brands.

Contributed to client pitches and meetings. Constructed presentation decks.

EDUCATION

Washington University In St. Louis St. Louis, Missouri

BFA IN COMMUNICATION DESIGN, MAY 2014

Classes and coursework in typography, color systems, branding, advertising, UI/UX, art history, and photography.

SKILLS + EXPERTISE

Art direction and creative strategy

Hands-on presentation experience with clients and management/key stakeholders

Excellent written and verbal communication and time-management skills

Expert knowledge of Adobe InDesign, Illustrator, Photoshop, Acrobat CC

High competency in Sketch and Figma

Knowledgeable in WCAG best-practices and accessibility guidelines

Solid understanding of HTML & CSS

Brand identity and positioning

Copywriting and storytelling

Facilitating critiques of internal creative work

Visual acuity and attention to detail

Skilled in prepress, print production, and asset management

File organization, systems, and proofing

Microsoft Office, Google Drive, Keynote

Mailchimp, Constant Contact

Intermediate Spanish

AWARDS + RECOGNITION

AAF Colorado

GOLD ADDY, FEBRUARY 2024

Consumer Website: Dairy Block