

// education

college: Wheaton College, Norton, MA. major: B.A. English Literature May 1996, cum laude

minors: Studio Art, Theater

honors: Balfour Scholar, Dean's list, Employee of the year 1995-96

foreign language: French (elementary)

computer skills: Windows, Apple OS X, Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe XD, Adobe Rush, Axure, Microsoft Office, Jira, Confluence, Agile process

// work experience

EVERYWHERE Communications, January 2019 – Present. Creative Director. Managing/working Creative Director in charge of strategy and design of company mobile app, web app, marketing material, corporate website, presentations, trade shows, managing freelancers and contractors.

TD Bank, July 2014 – January 2019. Senior Visual Designer. Visual designer for the creation of mobile and web applications. Support development teams in the wire-framing and visual design of the bank's apps. Manage contractors working on overflow projects.

The VIA Agency, March 2014 – July 2014. Senior Art Director. Comprehend creative direction and apply technical and conceptual skills to create standout advertising. Uphold creative standards (in any medium) as established by team and maintain ongoing dialogue during creative development with team leaders. Plan, direct and execute studio or location photo shoots. Directly communicate with clients and present work clearly and passionately. Mentor and train Jr. Art Directors.

WEX Inc., Feb 2011 – March 2014. Senior Graphic Designer. Design custom websites for corporate payment solutions customers. Plan, develop and execute trade show booths, displays and collateral. Produce branding and UI design for mobile applications. Oversee design of e-mail and direct mail campaigns for portfolio of WEX partners. Manage team of contractors and vendors to ensure on-time delivery of marketing materials.

L.L.Bean Signature, December 2009 – December 2010. Senior Art Director. Oversee design, copy and photography of Signature e-commerce website. Manage team of production and copy professionals to produce L.L.Bean's new start-up fashion-oriented clothing line. Contract position via Aquent.

The Soap Group, March 2008 – June 2009 Art Director. Specialize in design for environmentally or socially responsible clients through traditional print, web, activism, video and educational stunts. Manage team of Jr. Art Directors.

KG Partners, March 2006 – February 2008. Senior Art Director. Create concepts for national ad campaigns for print, radio, Internet. Direct, design and implement concepts from inception to completion. Oversee and coordinate photo shoots both in-house and on location. Collaborate with copy-writers, account executives and public relations professionals to develop branding strategies.

Zmagoon, July 2002 – Present. Graphic Designer, Art Director, Photographer. Design web sites, logos, collateral, large-scale mobile marketing campaigns on a freelance and contract basis. Lead creative team of designers and programmers through web site development for small to mid-sized companies. Shoot on location, studio and assignment photography.

EMG3, March 2005 – March 2006. Graphic Designer. Design and develop large-scale mobile marketing units and events. Assist Creative director in the planning and design of experiential games, giveaways and promotions. Design graphical elements for events such as wraps for trucks, vans and cars, banners, kiosks, staff uniforms.

Four Mangos, May 2000 – July 2002. Director of Business and Creative Strategy. Design, plan and manage all aspects of the creative side in the creation of web sites. Manage a team of designers, free-lancers and vendors. Meet with clients and other technical team members to establish site goals. Manage creative budgets.

The Screen House, October 1999 – December 2000. Senior Graphic Designer. Design large scale corporate and e-commerce sites. Lead a team of designers and production artists from inception to completion of sites. Meet with clients to establish design objectives.

Fidelity Investments, March 1999 – October 1999. Web Designer. Design intranet sites for Fidelity business units. Meet with clients to discuss design concepts, user interfaces, company logos in order to establish look and feel of sites.

ZACH MAGOON

781.413.1088

zach@zmagoon.com

zmagoon.com