



ZACHARY GROVE

ART DIRECTION / GRAPHIC DESIGN
Dallas, TX

CAREER OBJECTIVE

High-performing graphic design professional with 5+ years of experience leading, impacting art direction, and executing visually compelling advertising solutions. Recognizes responsive design principles and how to efficiently implement them. Fostered imaginative campaigns and had fun pushing digital boundaries. Excited to share brand expertise in building responsive initiatives that solve marketing problems and engage end-users. Ready to guide the creative direction and create a broad range of visual needs that meet project specifications and brand objectives.

PROFESSIONAL OVERVIEW

Graphic Designer at Creative Solutions

June 2019–Present / Dallas, TX

Managed a creative workload of projects throughout the design life cycle, from conception to delivery, for a parent company over 3 individual brands (Teradek, Wooden Camera, SmallHD) that design and manufacture products for video and film productions. Worked closely with the brand managers, e-commerce lead, marketing heads, creative director, and other designers to ensure brand consistency and proper design execution. Supported marketing team throughout various phases of project execution. Assisted in the coordination of campaign launches and product promotions.

- Led five designers in the art direction for a campaign comprised of video animations, digital advertisements, social content, web assets, and printed materials, which outperformed the year over year sales goal.
- Strategized multiple projects from concept to launch, leading the art direction, and translated campaign goals into targeted solutions.
- Collaborated and acted as a key leader for artistic vision with copywriters, videographers, and graphic designers to develop campaigns.
- Expanded demographic reach for a product launch with specified social and web assets.
- Developed a broad range of visual design assets for print, web, packaging, advertisements, email, social media, and video throughout calendar year to align with business-as-usual marketing goals, launches, and evergreen content needs.
- Produced mock-ups, storyboards, and presentations to convey ideas to clients and stakeholders.

Graphic Design and Marketing Assistant at Savannah Music Festival

July 2018–April 2019 / Savannah, GA

Worked alongside marketing director to manage and complete festival design and marketing projects for Georgia's largest annual musical event, which spans 17 days. Developed original design solutions and maintained brand consistency to satisfy marketing objectives.

- Created print and digital materials, signage, video promotions, and multi-page booklets to support marketing, education programs, and festival activities.
- Edited, shot, and produced video promotions for educational and marketing efforts.
- Coordinated the creation of new website landing pages and assets.

CONTACT

See my portfolio:

zacharygrove.com

Email me:

zgrove15@gmail.com

SKILLS

Technical

Adobe CC
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Adobe XD
Figma
Sketch
Microsoft Office Suite
Google Suite
HTML/CSS

Platforms

Shopify
WordPress
Wix
Shogun

Mediums

Photography
Sketching/Drawing
3-D Printing
Oil/Acrylic Painting

EDUCATION

University of Alabama

2014–2018 / Tuscaloosa, AL

Bachelor of Arts (BA)
Major Advertising/
Minor Graphic Design

CERTIFICATION

Section4 Certified
Brand Strategist
Section4, 2021