



ZACH BYRD | ART DIRECTOR | UI/UX DESIGNER | VISUAL DESIGNER | BASIC FRONT-END DEV

My purpose and passion in design is to improve businesses, communities and therefore lives. I accomplish this through thoughtful, purposeful, targeted, creative, intelligent design solutions. "The goal of a designer is to listen, observe, understand, sympathize, empathize, synthesize and glean insight that enables him or her to make the invisible visible." —Hillman Curtis

EXPERIENCE

PLUSONE - Art Director // Senior UI/UX Designer June 2018 - Present

As the Art Director, I meet with clients and pass on the vision to a designer or developer on the team, guiding the process from start to finish. Regularly that includes me building the UI/UX strategy and design for any given website and then working with a backend developer to build things that are outside my front-end dev skills.

Rocket Byrd Design - Owner // UI/UX Designer Jan. 2011 - June 2018

As a full-service design shop, I was the Art Director for every project and the lead UI/UX designer for our website builds. We also had an emphasis on branding. While including graphic design projects, I also balancing the business side of things.

eMarketing Logic - UI/UX // Visual Designer Nov. 2017 - June 2018

Advocated for and led a more UI/UX focused custom website build processes while rebuilding one of their larger clients site. Worked on multiple marketing campaigns designing a variety of digital ads while utilizing email marketing platforms.

BUHV Designs - UI/UX Designer // Front-End Dev. Apr. 2017 - Aug. 2017

I helped the team with website builds utilizing UI/UX practices best suited for Wordpress, along with front-end dev hard-coding.

The Art Shoppe - Art Director // Designer May. 2014 - Sep. 2014

I worked with the owner to create engaging print and packaging designs for a variety of clients and art supply products. Also, I was the product photographer for the packaging and the product catalog.

Heart & Hand Center - Therapeutic Art Teacher Sep. 2013 - May. 2014

Led hour-long therapeutic art sessions for high-risk K-5th graders in class sizes of 12 during their after-school program. For instance, teaching how to use drawing as a healthy outlet for emotional pain and stress.

PEAKFIVE - Photographer & Editor June. 2003 - Aug. 2013

I worked as an action photographer at events such as music competitions, and martial arts and sports tournaments, as well as a photo editor. I'm still working as their main freelance photo editor.

EDUCATION

BFA, Communication Design
Metro State University of Denver

SOFTWARE

Abode CS
Wordpress
Sketch
Invision
Atom (code editor)
Salesforce
Basecamp

SKILLS

Art Direction
UI/UX
Front-End Dev
Visual Design
Typography
Photography
Printmaking
Graphic Art

INTERESTS

All Things Design
Wood Working
Beach Volleyball
Teaching
Camping
Fishing
Wondering

VOLUNTEER WORK

Alzheimer's Association Therapeutic Painting Teacher

Taught individuals with Alzheimer's disease, or related dementias, watercolor painting in an effort to bring comfort and joy through art.

Families First CO Group Leader

Worked with abused and neglected children in group sessions focused on working towards social and emotional goals.

Habitat for Humanity Laborer

Helped with exterior painting projects for people in need in the community.