



ZACH BYRD | ART DIRECTOR | SENIOR PRODUCT DESIGNER | VISUAL DESIGNER

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

ActivTrak – Senior Product Designer

Feb. 2020 – Present

I came on board to build the design department from the ground up as I was the first hire focused on user experience design. Since then, our company has more than doubled in revenue and employees. Throughout my time I've built a new design library and worked to transform the look, feel, and overall user experience of the app. I've also created iterative design flow processes, added user testing, and grown the design team.

PLUSONE – Art Director // Senior UI/UX Designer

June 2018 – Feb. 2020

As the Art Director, I meet with clients and passed on the vision to a designer and developer on the team, guiding the process from start to finish. Regularly that included me building the UI/UX strategy and the design for any given project and then working with our 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 and design 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.

April. 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.

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

Sketch
Invision
Abode CS
Wordpress
Atom (code editor)
Playbook
Usability Hub
Intercom

SKILLS

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

INTERESTS

All Things Design
Woodworking
Beach Volleyball
Golfing
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 health.

Habitat for Humanity

Laborer

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

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