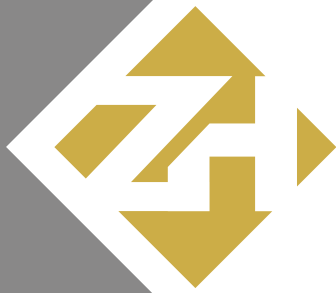


ZACK



HULL



Senior Digital and Print Designer

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773.316.1478

zackhull.com

An experienced and creative art director with strong leadership and project management skills. Proficient in print and digital advertising with a focus on rich media, creative direction and procedural best practices. Firm believer in taking a collaborative approach to creative problem-solving.

TECHNICAL SKILLS

- Adobe Creative Cloud (Ps, Ai, Id, An)
- Microsoft Office
- HTML5 Animation
- HTML + CSS
- Responsive Web Design
- Illustration
- Audio/Video Editing
- Responsive Ads
- Clipcentric
- Celtra
- Wordpress
- Squarespace

PROFESSIONAL SKILLS

- Creative Direction
- Team Leadership
- Training + Mentoring
- Creative Collaboration
- Brand Strategy
- Testing and Development
- Vendor Assessment
- Template Creation
- Display Advertising
- Rich Media Creative
- Programmatic Advertising
- Web Development
- Responsive Ad Design
- UI/UX Design

ACHIEVEMENTS

- Tribune Publishing Company**
Digital Ops MVP Award | 2015
- Chicago Tribune**
Manufacturing & Distribution
Individual Excellence Award | 2013

EDUCATION

The School of the Art Institute of Chicago
BFA, Visual Communications

EXPERIENCE

Art Director | Modern Countertops | July 2019 - present

- Tasked with creating several print and digital assets including company logo, business cards, inventory catalogs, promotional handouts, social media fliers, material sample labels and internal notepads.
- Coordinating above print projects with external vendors, ensuring all output files were press-ready and final proofs were accurate.
- Manage the production of multiple versions of business cards, developing base design, photographing employee headshots, retouching employee photos and updating content for each individual employee.
- Oversee the printing and collation of a multi-page inventory catalog to ensure pagination is correct as well as manage multiple revisions to keep content current.
- Develop, revise and organize labels for granite/marble material samples, continually updating all to match the correct product name and resizing multiple versions to fit all faces and edges.

Creative Consultant | ResponsiveAds, Inc. | Apr 2019 - July 2019

- Assessed self-service platform's current capabilities, identifying key features needed for improvement.
- Cultivated relationships with new business partners through education, training and guidance with the production tool.
- Developed a stable of turnkey templates to be leveraged by external design teams.
- Led team in creating tutorial documentation and training videos guiding external teams through asset requirements and procedural best-practices.
- Coordinated projects between internal and external teams to ensure benchmarks were upheld and deadlines were met.

Digital Design Team Lead | Tribune Publishing Company | Aug 2014 - Jan 2019

- Promoted to position of Team Lead after 10 months as Digital Designer.
- Helped manage the daily operations of the digital design team, ensuring achievement of goals for internally-produced creative while meeting deadlines for all Tribune markets, including The LA Times, The Baltimore Sun and Orlando Sentinel.
- Informed and adjusted the team's workflow, mentored and trained designers to encourage their skill development, challenged them to troubleshoot and problem solve, and guided their adoption of emerging trends in an ever-changing digital landscape.
- Presented to upper management a new vendor relationship that contributed to multi-million dollar campaigns and is currently the company's primary vendor for rich media creative.
- Helped produce the department's current media kit and portfolio site, including maintaining sizes, standards and assets for all ad units and mentoring designers through production of portfolio pieces.
- Assisted Digital Design Manager with vetting and interviewing new hires and contributed to the review process for all team members.
- Led weekly huddle calls with vendor executives and off-shore creative teams.
- Maintained and applied a working understanding of industry standards and capabilities, facilitating a cohesive process with clients, internal departments, and external vendors.
- Developed and implemented new ad units to be leveraged across all supported sites and devices.
- Vetted new vendor platforms as well as new products from existing partners.
- Trained both internal and external teams on the creation of new ad units.
- Designed and coded HTML e-blasts and landing pages for marketing purposes.
- Assisted with the design and execution of creative assets for multi-million dollar national campaigns.

>>> References available upon request.