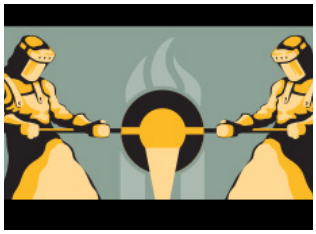
William Zach

ART DIRECTION & DESIGN • DESIGN & BRANDING • ILLUSTRATION - PAINTING - 3D



See my online portfolio at **www.williamzach.com**

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PASSION & EXPERIENCE

I grew up in a creative environment and after graduating from 4 years of design & illustration school (Alberta College of Art and Design) I continued a life in these creative fields. With over 22 years of commercial experience working in places from Calgary, Vancouver, Australia to Europe I have gathered an international perspective. I love to illustrate, design brands and work on concepts to various marketing material ideas from print, digital, web, including some game design experience which has been a new venture for me.

CALGARY

2002 - 2005 CALGARY, AB, CANADA
Kanga Communications
Title: Art Director, Print/Branding/Advertising/ Interactive
Responsibilities included: Art direction, Team management, client relations, project research, conceptual development, conceptual proposals and presentation, design execution, production management.

1997 - 2002 - CALGARY, AB,CANADA
Abyss Design - Print/Branding/Advertising/ Interactive
Title: Partner & creative director,
Responsibilities included: Client relations, project research, art direction, conceptual development, conceptual proposals and presentation, design execution, programming, production management, project testing.

1992-1996 CALGARY, AB, CANADA
Alberta College of Art and Design (ACAD)
Studies Included: Comprehensive visual communication including print design, interactive web design, branding, logo & ID development, conceptual theory, advertising, marketing, presentation and illustration in all mediums.

EUROPE: CZECH REPUBLIC

2016 PRAGUE, CZECH REPUBLIC
Freelance design for clients in Europe

2015 PRAGUE, CZECH REPUBLIC
August to November - Silicon Jelly - iPad games
Responsibilities included: Involved in game production and design.

2007 - 2015 PRAGUE, CZECH REPUBLIC
CTP Premium Business Parks Across the EU
Title: Art Director, all print & digital media - branding, advertising, interactive, onsite signage, interior designs.
Responsibilities included: Art direction for all marketing material, subcontractor relations, project research, conceptual development, presentation, design execution, photography, production management.

VANCOUVER

2002 - 2003 VANCOUVER, BC,CANADA
Freelance Design - Print/Branding/ Advertising/Interactive
Responsibilities included: Project research, conceptual development, conceptual proposals and presentation, design execution, production management.

SYDNEY & MELBOURNE

1996 - 1997 SYDNEY & MELBOURNE, AUSTRALIA
Freelance Graphic Designer & Illustrator
Responsibilities included: Project research, conceptual development, conceptual proposals and presentation, design execution, production management.

See my online portfolio at **www.williamzach.com**
For more information please email: **will@williamzach.com** or phone William Zach at **403 973 9400**

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SERVICES

Go to **www.williamzach.com** portfolio page for a selection of work in these 3 areas.

ART DIRECTION & DESIGN

Many years of experience in art directing and designing pilot material that teams can propagate and extend on including print and digital work.

Working with teams has great rewards.

DESIGN & BRANDING

Branding is one of my specialties including logo design, corporate identities and keeping brand consistency though all marketing material for clients.

ILLUSTRATION - PAINTING - 3D

I like working in several mediums. Depending on the project I use everything from pencil, oil paint, acrylic, water color to 3D, vector and digital painting.

SKILLS

- Brand & corporate identity development including logo/word-mark design.
- Graphic design: Concept development and graphic execution.
- Print/collateral design.
- Advertising marketing.
- Proven business and management experience.
- Web design: Interface and informational design.
- Creative execution - Proposals, ideas/concept development.
- Illustration/Artwork - Traditional mediums & digital.
- 3D modeling, texturing and partial animation.
- Experience in working with teams.
- Experience in working with clients.
- Experience programing in HTML and C# for gaming.
- Very use to deadlines, pressure and definitely seek new challenges.

SOFTWARE

INDESIGN	
ILLUSTRATOR	
PHOTOSHOP	
AFTER EFFECTS	
MAYA	
3DS MAX	
UNITY3D	
C# - FOR GAMING	
MICROSOFT OFFICE APPS	
ACROBAT	
HTML/CSS	

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