



ZAC PAYNE
Graphic Designer

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// EDUCATION

Utah State University (2016 – 2019)

Graduated with Bachelor of Fine Arts (BFA) in Graphic Design.

Eastern Arizona College (2014 – 2016)

Graduated with Associate of General Studies (AGS) and Associate of Applied Science (AAS) in Graphic Design.

// WORK EXPERIENCE

Arizona State University Preparatory Academy

Contract Graphic Designer (May 2023 – Present)

- Created over 1,000 engaging graphic assets for nearly 40 different course lessons for high school curriculum, including concepts taught in government, history, literature, biology, and chemistry.
- Gained proficiency utilizing a web design platform to lay out graphics while keeping in mind the ideal user experience.
- Utilized Figma to create wireframes, prototypes, and assets for 10 unique storyline interactives.
- Ensured compliance with established brand guidelines and prioritized WCAG web accessibility without compromising on quality of product.

Kinectify

Contract Graphic Designer (Jan 2022 – Present)

- Kickstarted their brand identity to quickly establish them as a top competitor in a growing SaaS market.
- Worked closely with marketing specialists to help catapult content to a 199% engagement rate increase and 145% follower growth.
- Strengthened their brand presence through social media graphics, infographics, case studies, blog and podcast graphics, eBooks, animated GIFs, sales presentation decks, annual reports, and more.

StrongMind

Graphic Designer (Jun 2019 – Jan 2023)

- Collaborated with a full in-house and international creative team of over 50 best-of-class individuals across 7 disciplines.
- Translated complex information to create content that helps over 25,000 young students engage in online and hybrid learning through animated videos, illustrations, infographics, digital interactives, banners, annotated images, comic strips, and more.
- Spearheaded the strategic thinking and design work for an initiative aimed to help students conquer their fear of math and embrace social and emotional learning.

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// SKILLS & STRENGTHS

Proficient

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Working Knowledge

- Figma
- After Effects
- Premiere Pro
- WordPress
- Canva

Other Strengths

- Typography
- Digital Illustration
- UI/UX Design
- Photography
- Photo Editing & Manipulation
- PowerPoint, Word, & Excel
- Accessibility Compliance
- AI Integration

// ADDITIONAL EXPERIENCE

ZP Fonts™ Type Design Foundry

A passion project focused on creating elegant, professional-grade typefaces. Currently in partnership with Monotype and Creative Marketplace.

Freelance Graphic Design (Ongoing)

Specializing in branding identities, logo creation, social media graphics, infographics, digital illustration, and more.

USU Communication Arts Seminar

Attended over 35 presentations by industry-leading designers such as April Greiman, Rick Valicenti, Keetra Dixon, and Aaron Draplin.

WORK EXPERIENCE (Cont.)

Utah State University Event Services

Graphic Designer (Mar 2017 – May 2019)

- Worked closely with 8 different hospitality and conference coordinators on projects for a massive variety of audiences, from youth programs to research-based conferences, totaling an outreach of over 42,000 participants annually.
- Strategized weekly with the director of marketing to create stunning ad campaigns for seasonal publications.
- Projects included print and digital ads, conference branding, program books, flyers, web banners, t-shirts, photo editing, maps, signage, merchandise, venue brochures, and more.

Open Loop Energy, Inc.

Graphic Designer (Jun 2015 – Dec 2017)

- Established the company's brand through print design such as informational flyers, brochures, and trade show booth displays.
- Utilized photography of products and services to enhance the value of branded materials.

Eastern Arizona Courier

Editorial Designer (Oct 2015 – May 2016)

- Developed the entire typographic layout for each issue of a twice-weekly newspaper, about 12 pages per issue.
- Became proficient with InDesign to boost efficiency and hit non-negotiable deadlines.