

zachary burns

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WORK EXPERIENCE

FREELANCE GRAPHIC ARTIST • BUFFALO, NEW YORK

JANUARY 2015 - PRESENT

THE BUFFALO HISTORY MUSEUM

- Designed promotional materials and advertisements for local and national audiences. Designed internal signage, social media graphics, posters, flyers and branded merchandise to promote the Museum.
- Re-designed the Museum Map and guide to be more visually appealing and informative.
- Designed annual reports and donor appeals with an emphasis on strong, creative visuals and easy to understand financial graphics.

UNIVERSITY AT BUFFALO, SCHOOL OF ENGINEERING AND APPLIED SCIENCES

- Designed promotional brochures, posters, and flyers for the school and individual departments.
- Designed new 18-page booklet with matching undergraduate program flyers to advertise to prospective students.
- Re-launched a redesigned CSE Links alumni newsletter to reach a wider Computer Science alumni audience.

PREMIER WINE & SPIRITS, PREMIER GOURMET

- Re-designed print advertisements and in-store signage to create stronger visual identity and more upscale branding.
- Designed weekly newspaper advertisements, annual holiday catalog, monthly in-home mailers, in-store displays, posters, in-store navigational signage, and outdoor LED advertisements.

Additional clients

Erie Community College, Neighborhood Health Center, Community Foundation of Greater Buffalo, Trocaire College, Diversified Labor Solutions, Cantalician Center

ARTVOICE

CREATIVE DIRECTOR • BUFFALO, NEW YORK

JULY 2009 - NOVEMBER 2014

- Art Directed, designed and illustrated over 250 original covers.
- Laid out weekly newspaper and coordinated with printing press to assure accurate production on tight deadlines.
- Worked with sales representatives to create original print and online advertisements for hundreds of local businesses.
- Designed media kit and used Media Audit statistics to create targeted marketing reports for potential advertisers.

GIVE 4 GREATNESS **ART DIRECTOR / VOLUNTEER** • BUFFALO, NEW YORK

- Designed original logo and created new branding campaign to support arts and cultural organizations in Western New York.
- Created promotional advertisements for use in print and online, and designed vinyl graphic wraps that were featured on NFTA metro buses, trains, bus shelters, and highway billboards.

Seattle Post-Intelligencer

GRAPHIC ARTIST • SEATTLE, WASHINGTON DECEMBER 2006 - APRIL 2009

- Created original illustrations and designed the daily Sports section. Designed annual Seattle Seahawks, Mariners, and Supersonics season previews and additional special sections.
- Researched data and used statistical analysis to create graphics, charts, and maps for use in print and online.
- Designed and illustrated News, Business, and Life and Arts features and sections on daily deadlines.

EDUCATION

B.A., ENGLISH LANGUAGE AND LITERATURE • UNIVERSITY OF MARYLAND, COLLEGE PARK

SKILLS

GRAPHIC DESIGN, ILLUSTRATION, JOURNALISM, DIGITAL PHOTOGRAPHY, DATA VISUALIZATION, WEB PUBLISHING, WRITING, REPORTING, COPY EDITING, RESEARCH, STATISTICS