

# zachary burns

Buffalo, New York

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**zmburns.com**

## WORK EXPERIENCE

**FREELANCE GRAPHIC ARTIST** • BUFFALO, NEW YORK

JANUARY 2015 - PRESENT

### **UNIVERSITY AT BUFFALO, SCHOOL OF ENGINEERING AND APPLIED SCIENCES**

- Designed promotional brochures, posters, and flyers for the school and individual departments.
- 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.
- Wrote product descriptions, uploaded photos, designed graphics, and managed content for websites.

### **NEIGHBORHOOD HEALTH CENTER**

- Designed annual reports with an emphasis on strong, creative visuals and easy to understand financial graphics.
- Created promotional materials and collateral to drive traffic and encourage donations at annual fundraising events.

### **Additional clients**

Erie Community College, Community Foundation of Greater Buffalo, University at Buffalo Department of Materials Design and Innovation, 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.



**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