

Zach Roy

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Professional Experience

T-Mobile, Bellevue, WA

Sr. Art Direction Manager – October 2022 – Present

- Design marketing campaigns, retail displays, digital advertising, and short-form videos from concept to final execution, based on partner direction and needs.
- Oversee, examine, and assess the work from agencies, illustrators, and in-house designers to ensure they meet brand standards and practices..
- Revise content and presentations, approve or reject ideas, and provide feedback to the team.

DOOMED!, Everett, WA

Independent Producer – March 2009 – Present

- Design and source unique promotional products, materials, videos, graphics and illustrations from concept to final execution based on client needs.
- Design, build, edit, and broadcast engaging video streaming content, primarily focused on tabletop gaming.
- Develop a strong, loyal community of followers through regular engagement and interaction through various social media platforms.

Amazon, Seattle, WA

Creative Director/Art Director – December 2013 - November 2021

- Developed and enforced brand identity for Amazon's internal sites and events.
- Examined, assessed, and approved art materials, promotional items, photography, and copy scripts, generated by staff members and agencies for both domestic and international use.
- Built, managed, and developed productive, healthy, and diverse design team, elevating them to deliver their best work on schedule.

Gamehouse, Seattle, WA

Social Media Marketing Artist – June 2013 to September 2013

- Designed Social Media ads on short-term contract for their new release "GameHouse Casino"

Big Fish Games, Seattle, WA

Mobile Production Artist – July 2011 to June 2013

- Designed assets for various game releases, both in-game and for marketing.

Skills

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|-----------------------|----------------------------------|
| • Illustration | • Video and Broadcast Production |
| • Creative Direction | • Brand Development |
| • Product Development | • Team Management |
| • Print Production | • Project Management |

Programs

- | | |
|---------------------|------------------------|
| • Adobe Illustrator | • Microsoft PowerPoint |
| • Adobe Photoshop | • Figma |
| • Adobe InDesign | • Blender |
| • Adobe Premiere | • OBS Studio |

Education

BACHELOR OF SCIENCE (B.SC.) IN INTERACTIVE MEDIA AND DESIGN, 2008

The Art Institute of Portland, Portland, OR