

ZACH ROY

Creative Director & Illustrator

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Summary

With more than 17 years of experience in creative direction, graphic design, and product development, I have worked with industry-leading companies, such as Amazon and T-Mobile, to deliver impactful design solutions. Skilled at creating engaging visual communications across print, digital, web, video, and social media channels.

Experience

T-Mobile Sr. Art Direction Manager • October 2022 - Present

- Develop comprehensive marketing campaigns, retail displays, digital advertising, and short-form videos from concept to execution.
- Oversee and evaluate work from agencies, illustrators, and in-house designers to ensure adherence to brand standards.
- Provide constructive feedback on content and presentations, approving or rejecting ideas to enhance project outcomes.

Doomed! Creative Director/Illustrator • March 2009 - Present

- Source, design, and produce unique promotional products, materials, videos, graphics, and illustrations tailored to client needs.
- Build, produce, and broadcast unique events through streaming services tailored towards client demographics and marketing goals.

Amazon Creative Director • August 2017 - November 2021

- Established and maintained Internal Comms brand guidelines by developing documentation, visual identity, copy, collateral, and websites.
- Oversaw the approval of art materials, copy scripts, and proofs, ensuring high-quality outputs.
- Recruited and trained staff to innovate design concepts, boosting team creativity and productivity.

Amazon Sr. Visual Designer • December 2013 - August 2017

- Supported marketing campaigns by leading design for customer experiences, branded communications and marketing initiatives.
- Expanded brand awareness through in-person events at conventions and major sporting events.

Gamehouse Social Media Marketing Artist - June 2013 - September 2013

Big Fish Games Mobile Production Artist - June 2013 - September 2013

Education

Art Institute of Portland (2004 - 2008)

Bachelor of Science (B.S.C.) in Interactive Media and Design.

Skills

- Creative Direction
- Multimedia Design
- Content Development
- Campaign Development
- Brand Strategy
- Project Management
- Product Development
- Print Production
- Digital Production
- Broadcast Production
- Illustration
- Photography
- Videography
- Team Management

Tools

- Adobe Creative Suite
- Figma
- Microsoft Office 365
- Blender
- Google Analytics
- Wordpress
- OBS Studio