

ZACK VIEIRA

DESIGNER / DIRECTOR PRINT | UX+WEB | MOTION | PHOTO

I AM a specialist in expanding brands into visual experiences and interactive systems that are elegant, engaging, and memorable. As a team member, I form inspired, high-functioning relationships that streamline workflow, and my personal creative process is organized and strategic. Any designer knows a brand's integrity is everything. When it comes to the success of a company, however, the integrity of the designer is just as important. So whether in a big-picture or nose-to-the-grindstone role, I measure myself by the integrity in everything **I DO.**

OVER 15 YEARS EXPERIENCE

ZENNI REMOTE / NOVATO, CA

DECEMBER 2021 – JUNE 2022

ART DIRECTOR Graphic Design | UX/UI Design | Motion Graphics | Photography

Zenni is an international eyewear e-retailer. I supervised the work of multiple levels of designers, conceptualized campaigns, and directed photography/video that supported branding and marketing objectives on website, external event creative, marketing, PR, social media, and B2B initiatives.

BRILLIANT EARTH SAN FRANCISCO, CA

JANUARY 2014 – MARCH 2020

CREATIVE DIRECTOR Graphic Design | UX/UI Design | Motion Graphics | Photography

Working collaboratively with the Director of Marketing, I transitioned the company visually from a boutique startup to the publicly-traded fine jewelry e-retailer they are today. Beginning as the sole in-house Digital Designer and moving into a Creative Director role over six years, I owned everything concept and design including the highly-involved e-commerce website (still in use today), a vast blog site, social, ads, and more.

PALECEK SAN FRANCISCO, CA

JUNE 2006 – OCTOBER 2013

GRAPHIC DESIGNER Web Design | UX/UI Design | Print | Art Direction | Photography

Palecek is a luxury furniture and decor manufacturer with nationwide showrooms. I managed and further developed the brand identity through the designing of logos, catalogs, websites, emails, signage, stationary systems, magazine ads, posters, and mailers. I built websites and high concept interaction elements, shot product, and completed extensive photo retouching—including digital creation of realistic room settings from product images.

EDUCATION

CALIFORNIA COLLEGE OF THE ARTS

DECEMBER 2010

BACHELORS OF FINE ARTS IN GRAPHIC DESIGN

Founded in 1907 as the School of the California Guild of Arts and Crafts, CCA is one of the most prestigious art schools in the world, and whose staff are among the highest esteemed figures in their field. It is said that while any art school can teach one how to design, CCA teaches one how to think. In how brutally rigorous the program is, I personally attest to the statement's accuracy.

SKILLS

PROFESSIONAL

Team Management
Graphic Design
Web Design
Product Design
Product Development
Brand & Identity
Marketing & Strategy
Concept

Video & Editing
Motion Graphics
Drawing & Illustration
Photography
Photo Editing
Sound Design
Musical Composition
Prototype Building

Copywriting
Event Planning
Event Prod. & Promo
Set Building
Fashion & Sewing
Stage Lighting
Stage Sound

TECHNICAL

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro

Adobe After Effects
Figma
Miro
HTML + CSS

Asana
Avid Protools
Logic Pro

SOCIAL

Leadership
Mentorship

Team Development
Organizing

Fun & Engagement
Inspirational Speaking

BIO

A NATIVE

San Franciscan, I attended high school in Pacific Heights. I studied psychology, film, music, writing, and performance art before committing to a career in Graphic Design. I did not abandon my many interests, however. I have an album on Spotify, several music videos on YouTube, and am currently writing a memoir about growing up in The City. The skill and experience I've gained from my personal pursuits always finds a way to contribute to my professional expertise. I'm grateful this is what I do for work, and for every day I get to be inspired and

CREATIVE.