

ZACK VIEIRA

DESIGNER / DIRECTOR UX+WEB | MOTION | PRINT | 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 leadership or hands-on supportive role, I measure myself by the integrity in everything **I DO.**

OVER 15 YEARS EXPERIENCE

INTUIT REMOTE

FEB 2023 – PRESENT

SENIOR UX DESIGNER UX/UI Design | Branding | Graphic Design

TurboTax by Intuit is a market leader in tax return preparation software. As Senior UX Designer, I build digital interfaces and interactive journeys in a space of ever-evolving technology, that maintain brand integrity while setting style benchmarks. Advanced Figma skills and an expert-level utility of brand guidelines are required.

ZENNI REMOTE / NOVATO, CA

DEC 2021 – JUN 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

JAN 2014 – MAR 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 a publicly-traded fine jewelry e-retailer. 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, a vast blog site, social, ads, and more.

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, 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

UX Design	Concept	Prototype Building
Team Management	Video & Editing	Copywriting
Graphic Design	Motion Graphics	Event Planning
Web Design	Drawing & Illustration	Event Prod. & Promo
Product Design	Photography	Set Building
Product Development	Photo Editing	Fashion & Sewing
Brand & Identity	Sound Design	Stage Lighting
Marketing & Strategy	Musical Composition	Stage Sound

TECHNICAL

Figma	Adobe Premiere Pro	Asana
Adobe Photoshop	Adobe After Effects	Avid Protools
Adobe Illustrator	Miro	Logic Pro
Adobe InDesign	HTML + CSS	

SOCIAL

Leadership	Team Development	Fun & Engagement
Mentorship	Organizing	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.