

zachary burns

Buffalo, New York

zachary@zmburns.com

zmburns.com

WORK EXPERIENCE

FREELANCE GRAPHIC ARTIST • BUFFALO, NEW YORK

JANUARY 2015 - PRESENT

UNIVERSITY AT BUFFALO, SCHOOL OF ENGINEERING AND APPLIED SCIENCES

- Designed new 20-page informational booklet for incoming and prospective undergraduate engineering students with 12 supplemental branded flyers for the individual departments/programs.
- Designed brochures, posters, advertisements, mailers, and flyers for the SEAS undergraduate and graduate programs.
- Designed new annual promotional mailer highlighting the news, awards, accomplishments and research highlights of the Industrial and Systems Engineering department.
- Launched a re-designed quarterly CSE Links alumni newsletter to reach a wider Computer Science alumni audience.

PREMIER WINE & SPIRITS

- Created new print advertisements and in-store signage for a more consistent visual identity and refined branding.
- Designed annual print holiday catalog, monthly direct mailings, in-store displays, signage, and outdoor LED billboards.

THE BUFFALO HISTORY MUSEUM

- Designed promotional materials and advertisements for local and national print audiences. Designed internal signage, social media graphics, posters, logos, flyers and created original merchandise for sale in the museum gift shop.
- Designed new museum map and welcome guide to be bolder, more informative, accessible, and user-friendly.
- Designed annual reports and targeted direct mail donor campaigns with an emphasis on strong graphics and visuals.

Additional clients

Erie Community College, Neighborhood Health Center, Community Foundation of Greater Buffalo, Trocaire College, Diversified Labor Solutions, Cantalician Center

ARTVOICE **CREATIVE DIRECTOR** • BUFFALO, NEW YORK

JULY 2009 - NOVEMBER 2014

- Art Directed, designed, photographed and illustrated over 250 original covers.
- Laid out weekly newspaper and coordinated with printing press to ensure 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.

GIVE 4 GREATNESS **CREATIVE DIRECTOR / VOLUNTEER** • BUFFALO, NEW YORK

- Designed original logo and orchestrated a branded campaign for non-profit organization to support arts and cultural organizations in Western New York.
- Created advertisements for use in print and online and designed vinyl graphic wraps that were used on NFTA metro buses, trains, bus shelters, and local 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 informative graphics, charts, and maps for use in print and online.
- Designed and illustrated News, Business, and Life and Arts sections working on tight 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