



Zach Magnuson | *Senior Graphic Designer*

913-904-4730
zachmagnuson@gmail.com
Portfolio: zachmagnuson.com

18112 SE Sun Meadow Ct.
Milwaukie, Oregon 97267

Summary

Creative professional with over 12 years of experience designing in a broad range of mediums, applications, and settings for a diverse spectrum of audiences and project goals. Proven track-record of conceiving and executing practical, creative solutions for demanding project briefs. Always learning, always growing.

Skills

- Advanced proficiency in Adobe CC (Illustrator, Photoshop, InDesign, XD)
- B2B and B2C Marketing Design
- Content management systems (Squarespace, WordPress, Adobe Experience Manager)
- Comfortable working both independently or as part of a team
- Interdisciplinary collaboration
- Effective liaison to clients and creative directors
- Microsoft Office 365 (Word, PowerPoint, Excel, etc.)

Experience

Visual Designer at Seagate Technology | *May 2022 to June 2023*

As part of Seagate's Global Marketing Organization I designed web pages, social media graphics, marketing emails, printed collateral, trade show graphics, and promotional items in support of the product marketing, campaigns, and internal communication teams.

I served as the lead designer for the following segments: Seagate ESG campaign, consumer products, enterprise HDDs, and data storage systems. I also provided design support to the Lyve Cloud Solutions, internal communications, and Seagate Gaming segments.

Graphic Designer and Senior Designer at Formations Inc. | *April 2014 to April 2022*

As the creative design lead, I established the brand "look and feel" for new projects and further developed existing styles. The team and I then implemented that visual identity to design exhibit layout that fulfilled the client's vision. The exhibits included informational panels, murals, interactive components, and digital user interfaces.

After designs were finalized, I would guide projects through the production process by preparing files for production, reviewing proofs, communicating with vendors, and coordinating with project managers and other teams within our organization.

Aside from my primary job function, I spearheaded our social media and web marketing efforts. I took pride in completing each phase of projects on time and under budget. Sometimes this was done by making improvements to various processes within our department.

Graphic Artist at Mac's Sportswear | *November 2011 to February 2014*

My primary job function was to design T-shirts and other apparel to suit clients needs as well as preparing these design files for production by creating color separations for screen-printing. I also managed the design project schedule, created all promotional materials and web graphics.

Graphic Artist at Discount Garments International | *March 2011 to October 2011*

I designed promotional materials, apparel, and signage to fit project specifications. Clients would also come to me with branding and identity design requests.

Freelance Graphic Designer | *June 2010 to Present*

As a freelance designer, I specialize in small business, podcast, and event branding as well as marketing collateral.

Education

MidAmerica Nazarene University

Bachelor of Arts in Mass Communication with a Minor in Graphic Design (*graduated with honor*)