



GRAPHIC DESIGNER
(Avis graphicus)

ZACHARY G. BIRD

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OBJECTIVE

To continue to learn and grow in the field that I love, by way of gainful and meaningful creative opportunities.

EDUCATION

PENNSYLVANIA COLLEGE OF TECHNOLOGY, WILLIAMSPORT, PA
BACHELOR OF SCIENCE - GRAPHIC DESIGN GPA: 3.9 05/2016

EXPERIENCE

TWOXFOUR, NOV. 28 - PRESENT

At Two By Four, I design pieces across all media for a variety of clients. The scope of that work includes corporate ID & branding, websites, print & digital ads, environmental graphics, packaging, posters, apparel, and OOH. In addition to design, I work with our creative directors on conceptualizing and development of advertising campaigns consisting of print, digital, and out-of-home executions, as well as TV and radio spots.

THE CITY OF WILLIAMSPORT, PRO BONO, 2015 - JULY 2016

Developed a logo and commemorative t-shirt for the City of Williamsport's 150th Anniversary celebrations to take place over the course of 2016, then developed a permanent logo from the temporary one to be used by the city moving forward.

MOON & RAVEN PUBLIC HOUSE, 2015 - PRESENT

Designed a comprehensive menu package for the restaurant including a cocktail menu, a whiskey and draught menu, a dessert menu, and the pub's main dinner menu, in addition to creating specialty holiday menus and posters when needed.

TONY'S DELICATESSEN & FRESH MEATS, 2012 - 2016

Created informational brochures, billboards, magazine and newspaper ads, and permanent in-store signage, as well as maintaining the deli's social media presence and redesigning the company's website.

SMITH RUDASILL INTERIORS, 2015 - 2016

Redesigned his website and developed a facebook presence for the business, in addition to creating supplementary business signage and new printed material.

EXTRAS

ALPHA CHI NATIONAL COLLEGE HONOR SOCIETY, PENNSYLVANIA XI
ACADEMIC VICE PRESIDENT & PROVOST'S AWARD, MAY 2016

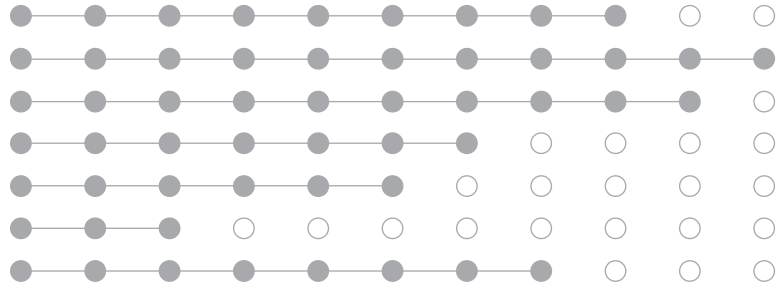
BOY SCOUTS OF AMERICA, TROOP 38; EAGLE SCOUT

AIGA, PENNSYLVANIA COLLEGE OF TECHNOLOGY; CO-PRESIDENT 2015 - 2016

AAF, MEMBER 2016 - NOW

SKILLS

PHOTOSHOP
ILLUSTRATOR
INDESIGN
WORDPRESS
HTML & CSS
PHP & JAVASCRIPT
TABLE TENNIS



AWARDS

2014 AMERICAN GRAPHIC DESIGN & ADVERTISING AWARDS
Award of Distinction - Arsenic & Old Lace Theatre Poster

2014 AIGA FLUX STUDENT DESIGN COMPETITION, FREDERICK, MD
Certificate of Merit: Identity - Cold Comfort Creamery Identity

2014 AMERICAN ADVERTISING AWARDS, AAF NEPA
Student Silver - Last Call Book Jacket

2015 AIGA FLUX STUDENT DESIGN COMPETITION, FREDERICK, MD
Certificate of Merit: Publication - American Bird Conservancy Annual Report
Certificate of Merit: Packaging - Poetic Justice Brewing Company Packaging

2015 AMERICAN ADVERTISING AWARDS, AAF NEPA
Student Gold - American Bird Conservancy Annual Report
Student Gold - Bijou Theatre 2015 Arts & Events Guide
Student Gold - "Is College Tuition Really Too High?" Magazine Editorial
Student Silver - EPIC Percussion Brand Identity

2015 AMERICAN ADVERTISING AWARDS, AAF DISTRICT 2
Student Silver - "Is College Tuition Really Too High?" Magazine Editorial
Student Silver - Bijou Theatre 2015 Arts & Events Guide

INTERESTS



HOCKEY



CAMPING



OLD MUSIC



BANJO-IN'

SOCIAL



facebook.com/zachary.bird1



[zgbdesign](https://www.instagram.com/zgbdesign)



www.linkedin.com/in/zachary-bird-9b423ba9