

# ZACHARY BURGESON

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## OBJECTIVE

Seeking to actively contribute graphic design expertise that supports innovation, strategic development and conveys brand equity for a dynamic organization.

## EDUCATION

**Baylor University**, Waco, Texas  
Bachelor of Fine Art, Graphic Design  
Graduation: December 2010  
GPA: 3.0/4.0

## SKILLS

- Proficient in Macintosh and Windows operating systems.
- Advanced in Adobe CS5, Corel, Quark, and MS Office.
- 2½ years real world graphic design experience.
- Proactively initiates creative briefing and brainstorming from conception to finished product.
- Able to balance multiple projects and meet tight deadlines.

## WORK EXPERIENCE

### **Baylor University Marketing & Communications - Electronic Marketing** | *January 2008 - Present*

Electronic Media Designer

Provide creative solutions in both print and electronic media design. Create university websites, special promotions, graphic design, and social media marketing.

- Created over twenty callout graphics for the university homepage.
- Designed five websites for the university.
- Managed two university websites. Baylor.edu/Student\_Government, and Baylor.edu/Photography

### **Zachary Burgeson Design** | *January 2008 - Present*

Freelance Designer

Generate strategic design in both print and digital media. Create business websites, identities, advertisements, and package design as well as photography.

- Constructed website design for six clients in the field of advertising and marketing.
- Designed five identity packages for clients including: CBJones Photography, Parchment to Pixels, Hotel Flamingo, Keys and Strings Piano Sales & Repair, and Zachary Burgeson Design.

### **WACOAN Magazine** | *May 2010 - August 2010*

Graphic Design Intern

Created print and electronic media design. Created email templates, print advertisements, and HTML.

- Successfully completed three functional email templates for the WACOAN sales team.
- Created three advertisements for the July 2010 issue.

### **Harger Howe & Associates** | *May 2008 - August 2008*

Graphic Design Intern

Produced print media for Houston area hospitals. Participated in client meetings allowing me to understand client strategies and vision while incorporating good design principles.

- Created five career recruitment advertisements for Houston hospitals including Harris County Hospital District and St. Luke's Episcopal Hospital.