

ZACHARY WHITFORD

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PROFESSIONAL SUMMARY

Graphic designer with over 3 years of experience creating social media graphic posts and animations. Managed the visuals for social media posts for the New York State Department of Health as well as printing and mounting posters for events. Skilled in Adobe Photoshop, Illustrator, InDesign, After Effects, and Premiere.

SKILLS

- Illustration
- Color theory
- Typography
- Print design
- Flier and poster printing
- Digital media
- Digital imagery and manipulation
- Project design
- Photo editing
- Adobe Creative Suite
- Print advertisements
- Organizing materials

WORK HISTORY

Student Assistant Graphic Designer / New York State Department of Health / Albany, NY

JUNE 2015–CURRENT

- Assisted with the design of print materials such as flyers and ads
- Created graphics for posting to social media sites and blogs (still graphics, gifs, and animations)
- Provided high quality results in a timely manner
- Consulted with clients to discuss preferences, styles, and ideas for commissions
- Generated new ideas with limited direction and varied internal client needs
- Formatted text and graphics for blog posts, newsletters and other materials

Electronics Sales Associate / Target Corporation / Latham, NY

AUGUST 2012–AUGUST 2017

- Applied knowledge of electronics products, including televisions and gaming consoles to customers
- Utilized highly developed people skills to approach and engage customers in conversation
- Answered product questions with up-to-date knowledge of sales and store promotions
- Built relationships with customers to increase likelihood of repeat business
- Resolved all customer complaints in a professional manner while prioritizing customer satisfaction

EDUCATION

2012 High School Diploma

Hoosic Valley Junior Senior High School, Schaghticoke, NY

2016 Associate of Science: Fine Arts

Hudson Valley Community College, Troy, NY

2019 (Expected) Bachelor of Fine Arts: Digital + Media Design

The Sage Colleges, Albany, NY

ACCOMPLISHMENTS

Photographers Forum Magazine Annual College and High School Photography Contest

2015 - College Finalist Color
2016 - College Honorable Mentions
2018 - College Finalist Color

ADDITIONAL INFORMATION

Hobbies

- Photography
- Video Game Podcast (Recording, Editing)
- Painting