

ZACH JANSZEN

DESIGNER

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3518 Kroger Avenue,
Cincinnati, OH 45226

EDUCATION

NORTHERN KENTUCKY UNIVERSITY | Highland Heights, KY
BFA, Visual Communication Design | 2006-2012

Dean's List 2009-2012

EXPERIENCE

goDUTCH STUDIO | Cincinnati, OH
Creative | 2015 - Present

Brand identities, packaging, conceptualization, storytelling, merchandising displays, online web layout, brand strategy and consumer testing. Responsible for client presentations and research materials. Work ranged from small to global brands such as New Balance, Hershey, Chef Boyardee, Bertolli, E.L.F. Cosmetics, P&G, Cadbury, Reese's, Jolly Rancher, and Pepsi.

SPICEFIRE | Cincinnati, OH
Designer | 2014 - 2015

Brand strategy and storytelling, packaging exploration and execution, ideation and innovation conceptualizing, and shaping SpiceFire brand identity. Work ranged from entire global PetSmart portfolio redesign, Hypnotiq liquors, SpiceFire brand assets, Purex, and local brewery Wiedemann's.

LANDOR ASSOCIATES | Cincinnati, OH/Chicago, IL
Designer | 2012 - 2014

Conceptualizing for brand identities and packaging for global brands, preparing client/research materials and client proposals. Brands include Proctor and Gamble (P&G), Old Spice, Vicks, Crest, Nestle, Oscar Mayer, Kraft, S2 Games, and Blue Cross Blue Shield of America.

SKILLS

Adobe Creative Suite
After Effects
Keynote
Letterpress
Screen Printing
Photography
Bulldog Caretaker

ACCOLADES

Behance Character Design Served
Study Abroad Scholarship
NKU Juried Student Show
NKU Social Justice Juried Show
NKU BFA Senior Design Gallery

*References available upon request.