

ZACH JANSZEN

SENIOR DESIGNER

zachjanszen.com

zjanszen321@gmail.com

859.992.3703

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

BRANDIMAGE | Cincinnati, OH
Senior Designer | 2016 - Present

Consumer goods packaging for brands such as Kraft, 7-11, Meijer, and Tyson goods. Helping visualize brand strategy/ideation and then following through to execution and realization in digital and print medias. Early stage concepting for new and existing brands. Also worked for local pro bono and small budget projects including work with the Branderly, and small start up C.King fashion. Helped with client presentations and consumer research including Keynote, and powerpoint presentations, as well as specified materials requested for testing by client.

goDUTCH STUDIO | Cincinnati, OH
Creative | 2014 - 2016

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, Reeses, Jolly Rancher, and Pepsi.

SPICEFIRE | Cincinnati, OH
Designer | 2013 - 2014

Brand strategy and storytelling, packaging exploration and execution, ideation and innovation concepting, 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 | 2011 - 2013

Concepting 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 Cloud (After Effects/Dreamweaver included)
Keynote/Powerpoint
Screen Printing
Photography

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.