



Zak Eden

 (414) 758-8821

 www.zakeden.com

 zakveden@gmail.com

Summary

I have been working as a graphic designer professionally for over five years. In addition to being a strong designer, I'm quite attuned to estimating how long a job will take to complete, can design very quickly when required while keeping the overall aesthetic on point, and am very good at customer relations. I've also become quite knowledgeable of marketing strategies and promotion through social media. There's no style or format of design that I can't handle, and any type I haven't already worked on I'm confident I can pick up and work within quickly.

Experience

**Present–
Jun 2015**

Design Coordinator Cardinal Stritch University

Responsible for designing a large variety of marketing materials (such as publications, billboards, snapshots, and large environmental campus pieces) along with upholding and overseeing the University brand as a whole. Additional responsibilities include helping create marketing and social media strategies, meeting with Stritch faculty and staff about marketing needs, supervise and manage student workers, be on committees for large campus events, and proofread/review materials created by other team members.

**Jun 2015–
Aug 2013**

Graphic Designer Healthcare Business Insights

As one of six graphic designers, design duties included laying out monthly journals, quarterly magazines (both print and iPad edition), Member Retreat materials, Best Practice Reports, and interactive e-learning courses. Additional responsibilities included working with off-site printers, preparing images for web and iPad use, and work with company writers to make sure content fit appropriately in materials.

**Aug 2013–
Jan 2013**

Graphic Designer BIGMPG Design/ Marketing

Responsible for creating all design projects for company, event, and client needs as the sole designer, and only working part time. Additional responsibilities included updating the company website daily, designing monthly blog posts, and coordinating monthly informational postcards to clients.

**Dec 2012–
Apr 2011**

Designer and Printer UW-Parkside Creative Services

Responsible for designing a wide variety of pieces for the University of Wisconsin-Parkside including a mobile app identity, brochures, event programs, the alumni magazine, and class catalogue. Additional responsibilities were to handle large format print jobs that came in with a wide variety of paper stocks and materials.

Awards

**32nd Annual
Education
Advertising
Awards**

Gold Winner Imprinted Materials

Recruitment
Table Cloth

*Higher
Education
Marketing
Report*

Gold Winner Poster

Stritch Social/
Stritch Life

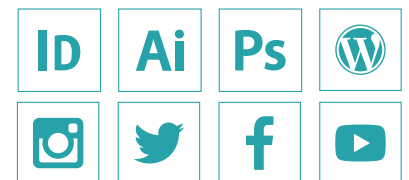
Gold Winner Special Promotions

Stritch Internship
Campaign

Silver Winner Publications Internal

Year in Review:
2015-2016

Knowledge



Adobe Flash
Word
PowerPoint
Excel

Sprout Social
Kentico
Mac
PC

Education

University of Wisconsin-Parkside B.A. Digital Arts

Concentrations:
Graphic Design | Animation

GPA 3.725
Graduated December 2012