



BRANDING & DESIGN

Zach Beresh
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 zachberesh.com

Creative Director experienced across multiple media such as digital, interactive, video, print, experiential design, and packaging; Aims to design highly creative visual communications with efficiency and passion; Enjoys leading, working within a team and / or independently



TECHNICAL SKILLS

- > Proficient in Adobe Creative Suite including Photoshop, Illustrator, Dreamweaver, InDesign, Premiere, Audition, and Animate
- > Final Cut Pro and Motion
- > Microsoft Office and Apple Keynote
- > Mac and PC Platform
- > ShopBot CNC Router and VCarve Pro Software



PROFESSIONAL EXPERIENCE

**Associate
Creative Director**
PNC
2021–Present



- > Lead a team of designers responsible for print, web, and video projects across multiple lines of business
- > Collaborate across PNC teams, working with digital designers, writers, and video producers
- > Lead internal and external branding projects across multiple lines of business
- > Responsible for the creative direction for digital marketing efforts including microsites, display advertising, and social media
- > Storyboard and collaborate with external colleagues on internal and external video projects

Creative Director
Tepper School of
Business, Carnegie
Mellon University
2016–2021



- > Led a team responsible for the strategy and creation of print, environmental design, video, animation, packaging, and digital for a top-20 business school
- > Collaborated across the business school and CMU, working with over 19 different academic and operational departments including a central marketing department
- > Led and organized focus groups for brand effectiveness
- > Responsible for the creative direction for all digital marketing efforts including emails, display advertising, social media, and integrated landing pages
- > Led the creative direction for an alumni magazine twice a year utilizing photographers, illustrators, and writers across the country, including a digital experience
- > Branded and marketed multiple conferences/events throughout the year coordinating creative, video, digital, and print marketing
- > Major accomplishments and awards include collaborating with an outside agency to rebrand the Tepper School; Helping to coordinate the new business school building opening; Given the Tepper Employee Excellence Award based on peer and colleague testimonials; Nominated for a CMU Andy Award by the University for Outstanding Contributions





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PROFESSIONAL EXPERIENCE

**Senior Designer/
Art Director**
Snively Associates
2015-2016

- > Capital campaign branding for higher education and non-profit institutions
 - Lehigh University, Arizona State University, UNC Charlotte, University of Denver, Governor's Academy, Auburn, Rochester Institute of Technology, Woodruff Arts Center
- > Designed websites and microsities
- > Designed custom website builder, front and back end UX, for college development officers
- > Created illustrations for infographics, posters and user interface design
- > Oversight of press checks, photo shoots, production questions
- > Provided leadership and direction to freelancers, designers, and interns

**Senior Designer/
Art Director**
Matthew James
Creative
2007-2014

- > Designed brochures, print ads, branding, billboards and packaging
- > Designed websites, microsities, mobile and email marketing campaigns, social media content
- > Designed interactive and multimedia presentations, displays and banners
- > Created illustrations for infographics, posters and user interface design
- > Animated and produced videos using Motion and Final Cut
- > Oversight of press checks, photo shoots, production questions
- > Provided leadership and direction to freelancers, designers, and interns

In House Designer
American
Auto-Matrix
2003-2007

- > Designed and created interactive and multimedia presentations for web and trade shows
- > Designed branding for new company products and divisions
- > Designed company brochures, signage and trade ads
- > Created custom illustrations and UX for touch screen technology
- > Developed new company marketing program
 - Met with clients and designed custom solutions utilizing print, web, and multimedia



PROFESSIONAL AFFILIATIONS

- > American Institute of Graphic Arts
- > Pittsburgh Society of Illustrators



EDUCATION

Westminster College
New Wilmington, PA
Bachelor of Arts in Visual Communications, Cum Laude

Art Institute of Pittsburgh
Pittsburgh, PA
College Affiliate Program in Graphic Design