

Zach Martin

Graphic Designer

Portfolio: zmartindesign.com

Contact

✉ zmartindesigns@gmail.com

☎ 804-357-8086

📍 Danville, VA

🌐 LinkedIn

Education

Atlee High School

📅 2012 - 2016

📍 Mechanicsville, VA

Radford University

📅 2016 - 2021

📍 Radford, VA

BFA in Graphic Design

Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Lightroom
- Microsoft Suite
- Instagram, X, TikTok
- Photography
- Microsoft Teams & Slack
- Canva

Awards

2020 AAF Awards - Roanoke, VA

- **Student Gold Addy Award**
"Home Sweet Home Improvements"

Work Experience

Graphic Designer

Virginia Tech Student Affairs Communications

📅 2022 - present 📍 Blacksburg & Danville, VA

- Design and produce high-quality creative assets across print, digital, social media, and email channels supporting university programs and campus-wide initiatives.
- Work closely with clients within Student Affairs and other departments to create vision, conceive designs, and consistently meet deadlines and requirements.
- Make necessary adjustments and modifications to recurring projects while maintaining Virginia Tech brand guidelines.
- Manage and maintain organized archives of creative assets, including design files and templates, to streamline future design workflows.

Communications Assistant

Radford University College of Visual & Performing Arts

📅 2017 - 2020 📍 Radford, VA

- Designed print and digital marketing assets for campus-wide events, including flyers, posters, banners, and social media graphics.
- Assisted in planning and executing integrated marketing campaigns, translating event goals into cohesive cross-platform visual campaigns.
- Prepared production-ready files for print vendors, ensuring proper formatting, resolution, and color accuracy.
- Maintained brand consistency across materials in alignment with Radford University visual identity guidelines.

Graphic Designer

Freelance Graphic Designer

📅 2020 - present 📍 Danville, VA

- Created streaming overlays, and channel graphics optimized for platforms like Twitch and YouTube.
- Produced custom apparel graphics for merchandise, ensuring print-ready file preparation and color accuracy.
- Designed custom brand identities, including logos, color palettes, and typography systems, ensuring brand consistency across all client deliverables.
- Incorporated revisions and feedback efficiently while maintaining design integrity and quality standards.
- Conducted client consultations to understand brand vision and business goals before initiating design concepts.