

ZACK FIGG | ART DIRECTOR

zbfigg@gmail.com

figgdesignstudio.com

AGENCY EXPERIENCE

Look Listen | 10.21 – Present

TITLE: *Art Director*

About Look Listen: Look Listen is an Atlanta based digital content and marketing agency specializing in working with health, wealth and happiness brands.

RESPONSIBILITIES

Lead visual direction and design across brand and digital platforms. Develop strategy-driven concepts and storyboards that translate ideas into compelling campaigns. Collaborate across teams to deliver cohesive branding and digital experiences brought to life through animation and presentation.

Circuit Media | 03.19 – 10.21

TITLE: *Graphic Design Specializing in Web Design*

About Circuit Media: Circuit Media is a Denver based communications agency offering staffing, communications, and creative services for government agencies.

RESPONSIBILITIES

Create bold, idea-driven campaigns across print, digital, and social. Design websites, editorial systems, and infographics that tell stories with clarity and craft. Shape intuitive digital experiences through UI/UX design and prototyping.

Notable Accomplishments

As one of the lead product designers on Synchrony's flagship website, I shaped product strategy and UX direction—crafting intuitive user journeys, rapid UI prototypes, and systemized design components in Figma. Built and maintained a cohesive design system while confidently presenting creative solutions to stakeholders.

Notable Accomplishments

Co-led the transition of Law Week Colorado from print to web, an online publication for lawyers, by concepting, wireframing, and prototyping the website, designing the digital experience, collaborating across teams, and developing supporting marketing materials to ensure a seamless and engaging launch.

FREELANCE

Mono Lake | Environmental Conservation

Created visually engaging graphics and patterns for products including camping mugs, thermoses, and healthcare masks.

One Arizona | Civic Engagement

Led art direction and design to create a culturally rooted visual identity system, illustration and social-media assets that grounded One Arizona's civic engagement campaign in Arizona's heritage.

Focus Points | Family Resource Center

Created social media, email, and Colorado Gives Day assets for Focus Points' 30th anniversary donor engagement campaign.

MEMBERSHIPS & COMMUNITY INVOLVEMENT

Member | Toastmaster International | Boulder Chapter | 2016–2018

Mentor | AIGA/Career Connect | 2018

Judge | AIGA Design Slam, Rocky Mountain Community College | 2020

Social Media Chair | AIGA CO Board of Directors | 2020

Virtual Panelist | Career Connect, Ready For 2024 | 2020

Volunteer Designer | Mile High Workshop | 2020

Designer/Participant | AD Club CO, Good Works Program | 2019, 2021

PROFICIENCIES

Concept development & ideation

Multi-platform design execution

Visual storytelling & narrative design

Branding & identity design

Collaboration with cross-discipline teams

Presentation & client communication

Proficiency in Adobe Creative Suite & Figma

Motion graphics for social and digital campaigns

Awareness of emerging A.I. tools

Presentation & client communication

User experience (UX) design, research and user flows

User interface (UI) design for web, mobile, and tablet