

ZACK FIGG

Art Director | Brand Strategist | Product Designer

Art Director with 8+ years creating conversion-focused, end-to-end experiences for finance, social impact and food & beverage/CPG. Focused on translating brand across web, print, and digital platforms. Driven by the belief that strong creative work lives outside the comfortable, and the boldest brands are the ones willing to stand out.

Email: zbfigg@gmail.com

Portfolio: figgdesignstudio.com

Cell: 720-352-0137

Location: Denver, CO

LinkedIn: [linkedin.com/in/zack-figg](https://www.linkedin.com/in/zack-figg)

AGENCY EXPERIENCE

Alloy | 02.26 - 05.26 (Corporate Layoffs)

Art Director

Alloy is an Atlanta-based integrated marketing and creative agency specializing in brand strategy, technology, and communications.

Responsibilities

Directed full event brand system for Atlanta Beltline's Big Tigger Bikefest including visual concept, signage, and environmental touch-points across indoor, outdoor and online activations.

Led integrated creative across brand, digital, and events, turning strategy into cohesive multi-channel campaigns.

Ran multiple client accounts at once, coordinating cross-functionally to keep every brand experience effective and on-point.

Brought a fresh perspective to every conversation, collaborating with a "yes, and" mindset that kept ideas open and teamwork easy.

Look Listen | 10.21 - 05.26 (Acquired by Alloy)

Art Director | 10.24 - 01.26

Senior Visual Designer | 10.22 - 10.24

Visual Designer | 10.21 - 10.22

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

Responsibilities

Lead brand and UX for Synchrony Financial's flagship site, shaping strategy, user journeys, component design and rapid UI prototyping.

Pitched strategy straight to senior stakeholders, driving alignment on brand and product direction.

Built scalable design systems in Figma, streamlining consistency for both developers and designers across every digital touch-point.

Concepted storyboards that turned strategy into story, shaping campaign narratives across brand and digital.

Brought branding to life through animation and presentation, collaborating cross-functionally on motion and digital work.

Pushed ideas beyond the brief, bringing fresh perspective and craft that improves work as it evolves.

PROFICIENCIES

Branding and Campaign Design

Brand & Identity Systems

Typography, Layout & Visual Hierarchy

Campaign Art Direction

Integrated Campaign Development

Social-First Creative Strategy

Paid Social & Display Creative Execution

Environmental & Experiential Design

Motion Graphics for Social & Digital

Digital Product Design

UX Design, Research & User Flows

UI Design for Web, Mobile & Tablet

Translating Business Goals Into User-Centered Solutions

Scalable UI Patterns & Interaction Design

Creating Design Systems & Component Libraries in Figma

Wireframing, Prototyping & Dev Handoff

Creative Tools & Softwares

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premier Pro)

Figma

Wordpress & Wix

Claude & ChatGPT

Canva

EDUCATION, COMMUNITY INVOLVEMENT & CERTIFICATIONS

Education | Metropolitan State University of Denver | Bachelors in Communication Design

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

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

Certificate | Motion Creative Strategy Bootcamp | 2026

ZACK FIGG

Art Director | Brand Strategist | Product Designer

Art Director with 8+ years creating conversion-focused, end-to-end experiences for finance, social impact and food & beverage/CPG. Focused on translating brand across web, print, and digital platforms. Driven by the belief that strong creative work lives outside the comfortable, and the boldest brands are the ones willing to stand out.

Email: zbfigg@gmail.com

Portfolio: figgdesignstudio.com

Cell: 720-352-0137

Location: Denver, CO

LinkedIn: [linkedin.com/in/zack-figg](https://www.linkedin.com/in/zack-figg)

FREELANCE EXPERIENCE

Pac Garden | 02.24 - Present

Web Designer & Creative Strategist

Pac Garden Assets is a San Diego-based cannabis real estate and business brokerage firm specializing in M&A, property leasing and sales, and transaction advisory.

Responsibilities

Led end-to-end brand concepting for a cafe launch, defining the visual identity from initial concept through final execution.

Designed and built the website experience, identifying optimal UX flows to guide visitors from discovery to lead conversion.

Built out CRM systems to support lead generation, connecting marketing efforts directly to measurable business growth.

Led branded content creation across digital channels, shaping social strategy and content that reinforced brand visibility.

Owned SEO infrastructure end-to-end, strengthening organic visibility and supporting broader growth goals.

Convivio Café at the Alliance Center | 01.26 - 06.26

Freelance Brand Strategist & Designer

Convivio Café at The Alliance Center is a bilingual, women and immigrant owned café bringing Guatemalan-inspired coffee and food to Denver's most sustainable historic building.

Responsibilities

Led end-to-end brand concepting for a cafe launch, owning creative direction from strategy to concept and final execution.

Created a co-brand identity unifying shared missions across organizations, balancing multiple brand voices to align messaging and visual tone.

Designed environmental graphics across signage, windows, and walls, translating brand identity into cohesive physical touch-points.

Directed entryway and outdoor graphics to shape first impressions, extending brand identity from interior spaces into the surrounding environment.

One Arizona | 07.25 - 11.25

Freelance Art Director & Illustrator

One Arizona is the coordinating hub uniting dozens of nonpartisan organizations across Arizona to build civic engagement, expand voter participation, and strengthen democracy statewide.

Responsibilities

Illustrated custom artwork reflecting Arizona's diverse communities, ensuring representation and cultural authenticity across every asset.

Designed social media assets to extend the campaign's reach, translating brand identity into scroll-stopping digital content.

Directed visual tone and style across all deliverables, keeping illustration, color, and messaging cohesive across the campaign.

Mono Lake Committee | 02.22 - 09.24

Freelance Merchandise Designer & Illustrator

The Mono Lake Committee is a nonprofit dedicated to protecting Mono Lake's delicate ecosystem, restoring its tributary streams, and educating the next generation on wise water use.

Responsibilities

Designed merchandise for the Mono Lake Committee, creating illustrations that supported the organization's fundraising efforts.

Developed a custom color palette inspired by Mono Lake's natural environment, pulling from sunsets, wildlife, and landscape to create a distinct, quirky visual style.

Translated environmental storytelling into sellable products, balancing brand-aligned illustration with commercial appeal to drive fundraising sales.