



ZAC PAYNE
Graphic Designer

CONTACT

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WORK EXPERIENCE

Arizona State University Preparatory Academy (Contract)

May 2023 – Jul 2024 and Apr 2025 – Jul 2025

- Cross-collaborated with a talented in-house design team and instructional designers to interpret complex design briefs, creating over 1,000 engaging graphic assets for over 40 digital course modules for K-12 curriculum.
- Gained proficiency utilizing a web design CMS platform to lay out graphics based on the ideal user experience.
- Utilized Figma to create wireframes, prototypes, and assets for custom web-based UI/UX interactives, while collaborating directly with developers during production.
- Ensured compliance with established brand guidelines and prioritized web accessibility (WCAG) without compromising on quality of product.

Amplify (Contract)

Sep 2024 – Mar 2025

- Utilized InDesign extensively to deliver nearly 400 expert-level design edits, reviews, and feedback of multi-page instructional books for print and digital production.
- Identified patterns of design flaws and initiated global template updates to improve cross-team efficiency.
- Used an ultra-high level of attention to detail and thorough project organization to maintain a prompt and fluid workflow.

Kinectify (Contract)

Jan 2022 – Aug 2024

- Kickstarted their brand identity to quickly establish them as a top competitor in a growing FinTech SaaS market.
- Strengthened their brand presence through print and digital marketing collateral, such as social media graphics, advertising campaigns, infographics, web-based case studies, animated GIFs, web banners, sales presentation decks, annual reports, and more.
- Worked closely with marketing specialists to help catapult content to a 199% engagement rate increase and 145% follower growth.

EDUCATION

Utah State University (2016 – 2019)

Bachelor of Fine Arts (BFA) in Graphic Design

Eastern Arizona College (2014 – 2016)

Associate of Applied Science (AAS) in Graphic Design

StrongMind

Jun 2019 – Jan 2023

- Collaborated with a full in-house and international creative team of over 50 best-of-class individuals across 7 disciplines.
- Translated complex information to create content that helps over 25,000 young students engage in online and hybrid instruction through comprehensive course branding systems, infographics, illustrations, storyboards, animated videos, digital UI/UX interactives, banners, and more.
- Spearheaded the strategic thinking and design work for an initiative math campaign, mentored new designers, and led a small team dedicated to digital asset management.

Utah State University Event Services

Mar 2017 – May 2019

- Worked directly with 8 different event coordinators on projects for a massive variety of audiences, from youth programs to research-based conferences, totaling an outreach of over 42,000 participants annually.
- Strategized with the director of marketing to create stunning ad campaigns for seasonal publications, and communicated directly with a printing vendor for custom print solutions.
- Projects included print and digital ads, conference branding, program books, flyers, web banners, t-shirts, photo editing, maps, signage, merchandise, venue brochures, and more.

Open Loop Energy, Inc.

Jun 2015 – Mar 2017

- Established the company's brand identity through print collateral such as flyers, brochures, and event displays.
- Utilized photography of products and services to enhance the value of branded marketing and sales materials.

Eastern Arizona Courier

Oct 2015 – May 2016

- Developed the layout for each issue of a twice-weekly newspaper, including typography and image processing.
- Became proficient with InDesign to boost efficiency and hit non-negotiable deadlines.

ADDITIONAL EXPERIENCE

Freelance Graphic Design (Ongoing)

Specializing in branding identities, logo creation, social media graphics, infographics, digital illustration, and more.

Z&M Photos—Real Estate Photography

A small business venture specializing in professional-grade real estate photo shoots, high-quality image editing, and quick turnaround.

ZP Fonts™ Type Design Foundry

A passion project focused on creating custom, professional-grade typefaces. Currently in partnership with Monotype and Creative Marketplace.

USU Communication Arts Seminar

Attended over 35 presentations by industry-leading designers such as April Greiman, Rick Valicenti, Keetra Dixon, and Aaron Draplin.

Voluntary Church Missionary

May 2012 – Jun 2014

Served as a full-time missionary for two years, actively teaching, serving, and leading others. Acted as a district and zone leader for several months, conducting weekly trainings and mentorship to other missionaries.

SKILLS & STRENGTHS

Proficiencies

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Figma
- After Effects
- Premiere Pro
- Canva
- Microsoft Office
- HTML & CSS

Other Strengths

- Brand development
- Typography
- Digital illustration
- UI/UX design
- Photography
- Photo editing & manipulation
- PowerPoint, Word, & Excel
- Web design, Wordpress
- Digital asset management (DAM)
- Accessibility compliance
- Generative AI integration