zakakin@gmail.com

Zak Akin

408.480.9554

EXPERTISE:
Driving product design and development.
Creating highly detailed design specs and comps.
Full Adobe Suite: Photoshop, Illustrator, Premiere, Dreamweaver, Flash, etc.
WC3/browser compliant HTML/CSS markup focused on SEO.

EXPERIENCE:
WYSE (November 2011 – March 2012)
Visual Designer
- Implement new brand identity and expand upon it to get new redesigned website live.
- Managed full product photo shoot with external photographer.
- Touched up all new product photos ready for print and web.
- Designed various pieces of product collateral, website hero images and in-house videos.

UpMo.com (July 2011 – Part time since November 2011)
Director of Product Design
- Re-developed disjointed product and feature sets to behave as a complete system.
- Combined market research and industry insight to design and oversee development of UpMo's "Social Talent Engine". Focused on usability for engagement and rapid adoption.
- Created design specs. for mobile application

Lending Club (Aug. 2009 – July 2011)
Sr. Visual Designer
- Winning designs for the 2011 Webby: Best Bill Pay/Banking Website.
- Contributed to and implemented the complete redesign of the Lending Club Brand.
- Delivered detailed application design comps for new products and features.
- Maintained all front-end website HTML/CSS and design.
- Created multiple designs and tracked results for A/B testing of various features.

ARC International (July 2008 – Aug. 2009)
Creative Director
- Re-brand of company logo, website and collateral materials.
- Created sub-brand strategy utilizing focus groups and industry trends.
- Responsible for all website design and maintenance.

Pluginz Inc. (May 2005 – June 2008)
Creative Director
- Completed re-design of user experience and creation of branding style guide.
- Manage and maintain key vendor relationships.
- Produce banner ads, icons, design comps, HTML/CSS and Flash Development.

Knight Ridder Digital (Mar. 2004 – Dec. 2004)
Graphic Web Designer
- Assisted in redesign, implementation, and maintenance of KRD's 30+ newspaper websites.
    - Sites Included: MercuryNews.com, Ohio.com, Philly.com, KansasCity.com & more.
    - Projects included: Website header designs, flash banner ads, icon sets, HTML/CSS

Seagate Technology – Global IT Architecture (May 2001 – Aug. 2002)
Graphic Web Designer
- Created logos, artwork, websites and Flash for various internal divisions.
- Created series of interactive training modules for in-house software using Flash.

EXPERIENCE CONTINUED:

Cyber IQ Systems (July 2000 - Jan. 2001)
Manager of Web Development
- Worked closely with VP of Marketing to revise, coordinate and organize web development.
- Responsible for designing, implementing, and maintaining the internet/intranet sites.
- Responsible for designing trade show collateral, marketing materials, and Presentations.

Hewlett-Packard Media Solution (March 2000 - July 2000)
Graphic Designer/Developer

The Motion Factory (Sept. 99 - March 2000)
3D Content Developer

Freelance Contractor
Key Clients Include:
- DDI (Diabetics Detection Inc.) – Product mock-ups, and marketing materials.
- Knowledge Market – Website and all collateral material.
- Gibson Guitar – Flash based demo of new technology for trade show exhibit.

EDUCATION:
Bachelor of Arts - Computer and Video Imaging
Cogswell Polytechnical College, Sunnyvale, California. Fall 1994 - Spring 1998
- 1996-97 Associated Student Body President
- 1995-96/1997-98 Associated Student Body Vice President
- 1994-95 Associated Student Body Department Rep./Treasurer

EXPERT SKILLS:
- Full Adobe Suite: Photoshop, Illustrator, Premiere, Dreamweaver, Flash, etc.
- Microsoft Suite: Powerpoint, Excel, Word, Project, Office Suite.
- Professional level video production, including video and sound editing.
- Full range of graphic design: web, print, collateral, trade show booths, and signage.
- Design and implementation for A/B testing.
- Interactive demos and applications using Flash.
- UI development using CSS, HTML and Javascript.
- Skilled on both PC and Mac platforms.

Portfolio: www.pixelismstudio.com

OTHER ACTIVITIES:
- Created and maintain website for the non-profit art gallery, “Kings Art Center” in hometown.
- With a colleague wrote the book, words, music, and arrangements for a theatrical musical.
- Accomplished musician, songwriter, painter, outdoorsman, chef, handyman and adequate juggler.

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