

Zack Bonds

Product & Visual Designer | Zackbonds.com | Dribbble.com/bondsz

I build products and web experiences that make a difference through a blend of strategic and thoughtful visual design.

Experience

Team 201

Art Director / Creative Director | 2024 - Present

- Providing creative direction on client websites / products
- Create Figma design systems for dev and client handoff
- Led design team through iterative processes and best practices to ensure deliverable consistency
- Shaping "Big Picture" marketing campaigns for clients

Virta Health

Sr. Visual Designer - Growth | 2022 - 2023

- Designed both marketing materials and corporate website
- Designed and managed components for product and internal tools
- Created internal Figma systems for shareholders to ideate faster
- Led design initiatives for social content and animation exploration

Hero Digital

Sr. Visual Designer | 2021 - 2022

- Created design systems/component libraries for top clients
- Designed web components for Lucid Motors
- Designed pitch decks and crafted campaign strategies
- Brought ideas and execution to internal branding

Huge

Associate Visual Designer | 2021

- Created mood boards and curated inspiration for projects
- Created design systems, component libraries, and style guides
- Concepted new ideas and mockups for multiple design directions
- Worked on M&M's rebrand and website redesign

Third and Grove

Sr. Designer | 2020

- Created presentation decks for new client pitches
- Designed Takeya's new website experience
- Designed Russel Reynolds Associates Portal / Website
- Guided multiple projects from discovery to development

Education

UI Hackers Bootcamp

Visual - Product Design

Completed

2018-2019

Skills

Product Design

Visual / UX Design

Wireframing / Prototyping

Branding

Moodboards / Decks

Communication

Software and applications

Figma

Keynote

Indesign

Google Docs

Photoshop

Google Sheets

Past Projects/Brands

Takeya

Verizon

M&Ms

Aramark

Arlo

Lucid Motors

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Freelance Projects + Initiatives

Shell Shakaz NFT

Founder / Designer

- Led design direction for digital assets and marketing
- Created all web materials and social assets
- Built a community through grassroots marketing

Qwik Homes App

Product Design + Branding

- Built App MVP and base design system for founding team
- Worked with founders on optimizing onboarding process
- Led branding exploration (colors, type)

Observe Inc

Designer

- Built web experiences and marketing collateral contributing to their 10,977% 2 year growth
- Designed decks and templates to acquire new clientele
- Worked with internal team to set up guidelines for their robot character "Olly"

Dash Fitness App

Designer

- Assisted in crafting visual direction for the brand & App
- Researched and developed gamification in the fitness space
- Created social content templates/systems for quick iteration and execution
- Designed the MVP

Hobbies

Playing Guitar

Collecting Cards with My Daughter

Gaming

Board Games with the Family

My Secret Sauce

Lead with Kindness

Humility

Accepting of Feedback / Criticism from All

Sense of Humor