



Zach Downs

Graphic Designer | Illustrator

270.589.2496

zachdowns.me

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Experience

Congo Brands
Alani Nu & PRIME
April 21 - Present

Art Director/Designer

Designing labels and packaging concepts
Attending press checks for cans, films, cartons and wrappers
Designing print point-of-sale for domestic and foreign releases
Creating digital ads and social media content
Directing and collaborating with CG artists for campaigns
Directing on-site photo-shoots for labels and merchandise
Proofing artwork for high-end concept mock-ups

Churchill Downs Racetrack
April 19 - Feb 21

Production Designer

Generating content for social media
Collaborating on internal branding for new facilities
Adapting new creative for upcoming ad campaigns
Designing program articles, ads and jumbo-tron graphics
Producing daily racing programs
Finalizing completed projects for production

Heaven Hill Brands
June 18 - Dec 18

Graphic Design Intern

Preparing print and digital signage for vendors
Illustration work for National Sales Meeting
Designing retail point-of-sale items for multiple brands
Designing for upcoming brand campaigns
Logo design for Heaven Hill associated entities
Collaborating with designers to create cohesive signage

UofL Alumni
August 17 - May 18

Junior Design Intern

Preparing photos for print and web
Designing vector illustrations
Formatting mailers
Formatting of alumni chapter council logos
Designing social media banners
Creating stop-motion video

Skills

- Experience in Adobe Creative Suite - Photoshop, Illustrator, InDesign, Dimension and After Effects
- Proofing press artwork for color accuracy on multiple substrates
- Skilled in communicating effectively with clients
- Experience collaborating with other designers to develop cohesive brand campaigns and graphics
- Extensive understanding of design process and execution
- Experience with Mural, Microsoft 365 and Google Web Designer

Education

University of Louisville
Spring 2018

Bachelor in Fine Arts
Graphic Design

Art 591
Art 570
Art 590
Art 572
Art 574
Art 575
Art 571
Art 576
Art 371

Design for Interaction
Design for Public Issues
Design Process & Methods
Letterforms II
Bookforms
Packaging
Letterforms I
Web Design
Intro Graphic Design