



Zach Downs

Graphic Designer | Illustrator

270.589.2496

zachdowns.me

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Experience

Congo Brands Alani Nu & PRIME

Art Director/Designer

April 21 - Present

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

Production Designer

April 19 - Feb 21

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

Graphic Design Intern

June 18 - Dec 18

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

Junior Design Intern

August 17 - May 18

Preparing photos for print and web
Designing vector illustrations
Formatting mailers
Formatting of alumni chapter council logos
Designing social media banners
Created 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 Bachelor in Fine Arts

Spring 2018

Graphic Design

Art 591	Design for Interaction
Art 570	Design for Public Issues
Art 590	Design Process & Methods
Art 572	Letterforms II
Art 574	Bookforms
Art 575	Packaging
Art 571	Letterforms I
Art 576	Web Design
Art 371	Intro Graphic Design