

ZACH HERRING

ART+DESIGN+MARKETING

OBJECTIVE

To be an utterly and invincibly great communicator, so people flock to me, and I never have to write an objective for a resume again. To always work in an environment that rewards creative bravery, focusing on the good of the client, and always putting my absolute best forward.

EXPERIENCE

Zach Herring Freelance

August 2008 - Present, Longview, TX

Full-time freelance designer. Working primarily as an identity and web designer, I have still produced a wide spectrum of work, ranging from architectural photography to writing and illustration.

Notable Clients

Genworth Financial - *Sales Promotion Materials*

Red Vine Digital - *Branding and Logo*

IntegraPeak Property Management - *Branding, Logo and Web Presence*

Pixascope Creative Agency - *Web Development, Design, and Photography*

99.3 TALK FM - *Branding and Logo*

WebSerials.com - *Writer & Illustrator of promotional materials*

Kilgore College - Adjunct Instructor

August 2010 - Present, Kilgore, TX

Teaching advertising and design, and writing curriculum for those courses. Curriculum is structured but flexible enough to encourage out-of-the-box thinking. I have been well-reviewed by the dean of the program as effective in promoting enthusiasm and curiosity as well as engaging and inspiring my students towards artistic excellence.

Media Quest - Graphic Designer, Web Designer, Web Developer, Photographer

August 2006 - August 2008, Longview, TX

Hired as a print artist; learned web development and design on the job. Additionally, contributed to award-winning work as the company's photographer, shooting for commercials, corporate portraits, and product photography.

Notable Clients

ETEX Communications - *Branding, Print Design, Web Design and Development*

VOW - *Branding, Print Design, Web Design and Development, Photography*

Willow Lake Business Park - *Branding and Logo*

ProForm - *Branding, Logo, and Web Design*

"Alley Fest" Art and Music Festival - *Commemorative 30th Anniversary Illustration*

EDUCATION

Associate Degree in Commercial Art/Advertising

Kilgore College, Fall, 2005

Associate Degree in Commercial Photography

Kilgore College, Fall, 2006

AWARDS

23rd Annual Telly Award - 2008 - "Grow Green"

Columbia Scholastic Press Association 2007 - Gold Circle Awards

1st place for photo-portfolio, 3rd place and two Honorable Mentions for single photographs.

Texas Inter-collegiate Press Association Competition 2007

3rd in Single Subject Presentation Design, Honorable Mention in Picture Story, Honorable Mention in Photo Illustration

Matthew Johnson Award and Scholarship for Outstanding Achievement in Photojournalism, 2005-2006.

Portfolio

zachherring.com

Contact

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Expertise

Branding
Print Design
Key Art
Photography
Web Design
Web Development
Illustration
Copywriter
Marketing Campaigns
Online Storefront
Advertising
Message Development

Tools

Photoshop
Illustrator
InDesign
HTML/CSS
PHP
Canon DSLR
Joomla & Wordpress
PCs & Macs OS
Traditional Media