



ZAC LAWRENCE

ART DIRECTOR

+ WHY

To solving problems, build relationships between brands and consumers, and change the perspective of others through the lens of creativity.



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Web
[Zac.work](#)

+ EDUCATION

Job Propulsion Lab
Art Direction Program | Austin, TX

Fort Lewis College
B.A. Graphic Design | Durango, CO

+ INTERESTING FACTS

Action Sports Fanatic
Chipotle Enthusiast
Travel Freak
Situational Optimist

+ CREATIVE EXPERIENCE

Mckee Wallwork & Company

Art Director | Albuquerque, NM
Mar. 2018 - Present

Concepting and collaborating with creative director, designers, and writers to create long lasting relationships between brands and consumers. Art directing and designing for various digital, social, and print pieces worldwide.

The Chainsmokers

Freelance Graphic Designer
Jan. 2019

Concepting and designed album covers, single covers, and tour collateral.

Fox Racing

Contract Graphic Designer | 24Seven
Irvine, CA
Jul. 2016 - Nov. 2016

In charge of Mx17 campaign launch. Concepted and designed with the creative director and designers to create a campaign identity. Created layouts and design work for various digital, social, and print pieces worldwide.

Pacific Sunwear

Contract Graphic Designer | 24Seven
Anaheim, CA
May. 2016 - Jul. 2016

Collaborated with creative director and in-house designers to create shop illustrations. Created layout and design work for PacSun stores nationwide.

Element Skateboards & Eden

Contract Graphic Designer | 24Seven
Costa Mesa, CA
Apr. 2016 - May. 2016

Responsible for designing men and women fashion catalogs and point of sale materials on a national scale.

+ SKILLS

Adobe Creative Suites
Art Direction
Graphic Design
Photography
Videography
Direction
Campaign Conception
3d Rendering
Typography
Social Media