

WHY

Solving problems, building relationships between brands and consumers, and changing the perspective of others through the lens of creativity.



ZAC LAWRENCE

“ART DIRECTOR”

IAMZACLAWRENCE@GMAIL.COM

ZAC.WORK

EDUCATION

JOB PROPULSION LAB
Art Direction Program | Austin, TX

FORT LEWIS COLLEGE
BA Graphic Design | Durango, CO

EXPERIENCE

CITIZEN CHURCH

Art Director | Albuquerque, NM
Mar. 2020 - Present

Concepting and collaborating with Creative Director, Designers, and Copywriters. Art directing and designing for various digital, social, and print pieces nationwide.

FREELANCE CREATIVE

Art Director | Graphic Designer
Jan. 2016 - Present

Freelance Art Director and Graphic Designer for clients such as; The Chainsmokers, Justin Bieber, Dj D-SOL, and various others. Concepted and designed cover art, merch, design, and animation for digital, social, and print.

MCKEE WALLWORK & CO

Art Director | Albuquerque, NM
Mar. 2018 - Feb. 2020

Concepting and collaborating with Creative Director, Designers, and Copywriters to create long lasting relationships between brands and consumers. Art directing and designing for various digital, social, and print pieces worldwide.

FOX RACING

Contract Graphic Designer | 24Seven
Newport Beach, CA | Jan. 2016 - Present

Concepted and collaborated with Creative Director, Designers, and writers to create Mx17 campaign launch identity. Created layouts and design work for various digital, social, and print pieces worldwide.

PACSUN

Contract Graphic Designer | 24Seven
Newport Beach, CA | Jan. 2016 - Present

Collaborated with Creative Director and in-house Designers to create shop illustrations. Created layout and design work for PacSun stores nationwide.

ELEMENT SKATEBOARDS

Contract Graphic Designer | 24Seven
Newport Beach, CA | Jan. 2016 - Present

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