

Zane Cook

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Columbus, OH

Summary

I am a dedicated and driven Creative Director with 7 years of experience in digital design and communication. My expertise lies in translating brand objectives into compelling visual experiences. I specialize in crafting impactful branding and identity solutions, driving concept development, providing visionary art direction, and implementing effective marketing strategies. I am passionate about creating innovative and cohesive designs that resonate with target audiences. I am now seeking a challenging role as a Creative Director or Art Director where I can leverage my skills to elevate brands and contribute to the success of creative projects.

Experience

Creative Director

Carpediem Group • Columbus, OH

08/2020 - Present

- Led a team of creative professionals, ensuring timely completion of projects within budget constraints.
- Emphasized UX and UI elements to enhance the website, streamlining the customer journey for quicker and more efficient purchases with fewer clicks.
- Generating and executing impactful marketing strategies to boost the overall profitability of the business.
- Established a content marketing system designed to attract new subscribers, subsequently converting them into customers through strategically designed funnels.

Art Director

Carpediem Group • Columbus, OH

06/2018 - 08/2020

- Crafted the visual identity for product and lifestyle photography, defining the brand's look and feel. Thus establishing guidelines for future brand photographers to ensure consistent brand imagery.
- Supported company growth through creative vision and a focus on excellence.
- Created, filmed and produced a short film to enhance sales by promoting a key aspect of our business.

Graphic Designer

Carpediem Group • Columbus, OH

12/2017 - 06/2018

- Utilized innovative design approaches to develop captivating user experiences.
 - Created graphic apparel and marketing materials for both print and digital platforms, following the conceptual guidance provided by the team lead.
 - Collaborated with marketing teams to create impactful visuals, enhancing customer engagement.
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Skills

Time Management, Adaptability, Problem Solving, Project Management, Adobe Creative Suite, Branding, Concept Development, Art Direction, Graphic Design, Photography, Videographer, Marketing Strategy

Education

Cinematic Arts

Columbus College of Art and Design • Columbus, OH