

ZACHARY WALSH

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Education

Clemson University | Clemson, SC

B.S. Graphic Communications

2020-2025

Cadency

August 2023- Present

A student-led brand agency comprised of brand leaders and creative problem solvers from diverse majors.

- Serve as a project Manager and UX/UI Designer for Smoothie King & ESL.

TAGA

August 2023- Present

An annual international print competition featuring top universities in the graphic design field.

- Lead design and production, ensuring strict deadlines were met by adapting to printer challenges and resolving technical issues.

Experience

Volo Health | Remote & Jupiter, FL

Visual Communications Strategist

March 2024-Present

Tech start-up – B2C application for individuals interested in individualized treatment plans

- Develop high-fidelity assets for international developers in the beta phase using Figma.
- Ensure brand consistency and implement accessibility control measures.
- Generate new logo ideas for internal and external use using Adobe Suites.
- Collaborate with colleagues across the organization and external agencies, including chief executives daily.
- Lead projects enhancing Voloridge Health's brand identity and creating digital elements during the startup phase.

A Home Work Solution | Remote

UX/UI Developer

May 2023-April 2024

A B2B contact center consulting and WFM outsourcing firm specializing in workforce management

- Specialized in turning design concepts into functional and captivating websites using Figma and Wordpress.
- Collaborated closely with domestic and international teams.
- Played a crucial role in launching two brands, contributing to their digital presence and public introduction.

Clemson University | Clemson, SC

Teacher Assistant Web Development

Fall 2023

- Supported an introductory web development class with 80 students specializing in HTML and CSS.
- Provide personalized guidance to students, clarifying concepts and helping troubleshoot coding challenges.
- Evaluated assignments, offering feedback to promote growth and understanding of coding best practices.

Techtronic Industries | Anderson, SC

Product Marketing Intern

Summer 2022

A brand of power tools offering both corded and cordless options, recognized as the power tool brand of Walmart.

- Led the development and implementation of the company's digital marketing strategy.
- Presented results of an additional \$250,000 in revenue to Hart's CEO's
- Analyzed and reported to project managers on the performance of digital marketing campaigns.

Technical Skills

Adobe Suites | Microsoft 365 | Mac OS | Windows | Figma | WordPress | Communication
