

# ZACH KIRSHNER

## Graphic Designer & Web Developer

A highly creative, meticulous and versatile designer and developer specializing in elegant designs and custom WordPress websites. I have over 15 years of experience in the field and seek to apply my talents toward meaningful work within a context of constant growth.

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### WORK EXPERIENCE

2008-Present | **Self-Employed**, Santa Cruz, CA  
**Web Designer & Developer, UI/UX & Graphic Designer, Photographer, Videographer, Illustrator and Painter**

- Design & develop responsive websites with forward thinking UI/UX.
- Create and edit digital logos, graphics, photos, and videos.
- Craft, exhibit, and sell original paintings and illustrations.

2017-2020 | **Monterey Bay Aquarium**, Monterey, CA  
**Web Designer**

- Worked closely with in-house web design, content and development teams to create and maintain company web pages
- Worked with out-of-house development teams to bridge communication gaps across disciplines and architect process improvement
- Worked with third-party designers and developers throughout a CMS migration of the company website
- Edited video for web use

2016 | **NorthWest Research Associates**, El Granada, CA  
**Support Engineer**

- Designed, developed and maintained custom websites to retrieve live GPS data and plot it via Google Earth web APIs.
- Engineered, built, programmed (in C++), deployed, and analyzed data from oceanographic research equipment used for tracking waves and currents.

2015 | **Evolving Wisdom**, Santa Cruz, CA  
**Web Developer and Graphic Designer**

- Collaborated with in-house design, marketing and development teams to maintain, update and improve a network of consistently branded sales and content delivery websites.
- Set up and analyzed site metrics to improve user experiences.
- Worked under tight deadlines to successfully bring projects from concept to completion.

2012-2014 | **Contractor Advertising**, Watsonville, CA  
**Lead Web Developer**

- Designed, developed, and maintained SEO and social media conscious websites for numerous clientele of an SEO marketing company.

2011-2012 | **Herbal Products & Development**, Aptos, CA  
**Webmaster and Operations Manager**

- Redesigned, developed and managed the company's e-commerce website with the goal of providing a better user experience.
- Managed all online and logistical operations.

### TOOLS

<b>HTML5</b>	I know it like the back of my hand.
<b>CSS3</b>	I could code CSS in my sleep.
<b>SCSS</b>	Helps me stay organized and efficient.
<b>JavaScript</b>	The backbone of my UX programming.
<b>jQuery</b>	I love creating interactive UIs with jQuery.
<b>PHP</b>	Not quite the back of my hand, but I know it well.
<b>WordPress</b>	Custom WordPress sites are a specialty of mine.
<b>Photoshop</b>	I am well versed, from touch-ups to mock-ups.
<b>Illustrator</b>	For me, the pen tool is mightier than the sword.
<b>InDesign</b>	This resume was born there.

### TECHNICAL SKILLS

- Responsive web design and development expert
- Creative UI/UX design and development experience
- Highly developed eye for visual design principles
- Exceptional ability to render pixel-perfect apps from mock-ups
- Excellent wireframe and flow chart creation skills
- Advanced vector art creation and photo manipulation abilities
- Site metrics setup and analysis experience
- Extensive WordPress and general CMS management abilities
- E-commerce setup and management experience
- Multidisciplinary knowledge of design, development, marketing

### PERSONAL SKILLS

- Excellent communicator and collaborator across disciplines
- Great conceptual and analytical abilities
- Able to juggle multiple, varied projects while remaining flexible
- Quick, enthusiastic learner of new concepts and technologies
- Able to follow directions or make independent design decisions
- Eager to take on challenges and explore varied solutions thereof
- Adaptive problem solver and consistently efficient worker
- Relaxed under time pressure through all project phases
- Adept at explaining technical design concepts to laypersons
- Efficient at managing and completing ad hoc requests
- Detail-oriented and highly organized

### EDUCATION

2008 | **University of California, Santa Cruz**  
**Graduate, B.A. Fine Art**

2004 | **Carmel High School, Graduate**