

ZACHARY GROVE

SENIOR GRAPHIC DESIGNER

PROFESSIONAL OVERVIEW

Senior Graphic Designer at INOVATIV

December 2022 – January 2025 | Washington, D.C.

- Led creative planning and execution, ensuring high-quality deliverables, strong brand consistency, and expanded creative capabilities across D2C, B2B, and B2G channels.
- Managed agency relationships, coordinated external creative partners to enhance in-house capabilities, and executed strategic initiatives.
- Led creative and design for a first-time customer sales campaign, developing a multi-channel strategy across email, social, web, and display ads. Data-driven targeting drove 60% of purchases from new customers, while emails achieved a 15% open rate and a 19% click-through rate, exceeding the last quarter's benchmarks by 30%.
- Oversaw an e-commerce website overhaul, leveraging data insights to optimize architecture and design. Research-driven improvements enhanced customer journeys, boosted conversion rates, and reduced bounce rates.
- Conceptualized, designed, and produced visual solutions for multi-channel campaigns, promotional assets, UI/UX, sales proposals, and printed materials.
- Collaborated with cross-functional teams to transform concepts into actionable project briefs, messaging, and complex graphic designs, while regularly presenting work to stakeholders and incorporating constructive feedback to refine and enhance results.
- Utilized expertise in typography, color, and design principles to create visually compelling assets while implementing the latest design trends effectively.
- Analyzed data on various dashboards to convert trends into optimized creative strategies.

Graphic Designer at Creative Solutions

June 2019 – November 2022 | Dallas, TX

- Managed a creative workload of projects throughout the design life cycle, from conception to delivery, for three brands that create products for the film and broadcast industries.
- Promoted from designing for one brand to supporting creative efforts across three brands within a corporate umbrella structure.
- Led creative direction and managed a team of five designers and videographers to develop an original marketing campaign for a product launch. Oversaw the creation of landing pages, emails, social media assets, print materials, promotional videos, and a scalable design system.
- Worked closely with a multidisciplinary team including the creative director, marketing director, copywriters, designers, videographers, animators, product engineers, and web developers to execute cohesive and effective creative projects.
- Partnered with product engineers to simplify complex schematics and assembly instructions, designing intuitive quick start guides that enhance user comprehension.

Graphic Design and Marketing Assistant at Savannah Music Festival

July 2018 – April 2019 | Savannah, GA

- Worked alongside the Marketing Director to manage design and marketing projects for Georgia's largest music and arts festival, a premier non-profit event drawing international artists and regional recognition.
- Created print and digital materials, signage, video promotions, and page booklets with up to 200 pages to support marketing, non-profit education programs, and festival activities.
- Oversaw large and small print projects, learned the print production process, coordinated with external vendors, and managed project budgets.

CONTACT

Washington, D.C.

Portfolio:

ZacharyGrove.com

Email:

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SKILLS

Software

Adobe Creative Suite

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe After Effects

Adobe Premiere Pro

Adobe Acrobat Pro

Adobe XD

Figma

Sketch

MS PowerPoint

Keynote

Microsoft Office Suite

Google Suite

HTML + CSS

Shopify Liquid

Platforms

Shopify

Hubspot

Klaviyo

Mailchimp

Webflow

WordPress

Wrike

Asana

Workfront

EDUCATION

Bachelor of Arts, Advertising

Minor Graphic Design

University of Alabama

Tuscaloosa, AL