



ZACHARY BEHRMANN

Designer

Passionate designer consistently recognized for fresh and innovative strategies and ideas. Demonstrates high level of proficiency in design. Web and multimedia software and applications. Deadline-oriented leader focused on collaborating overseeing all phases of projects. Successful at creating brand messages, strategies and key graphic productions with over 12 years or experience in New York City. Capable of working on multiple projects.

PERSONAL

Phone

(631) 764-2428

Email

zbehrmanncreative@gmail.com

Portfolio

www.zbehrmann.com

SKILLS

Art Direction

Team/Project Management

Brand Identity Development

UX/UI

User Testing

Concept to Production

Pre-production

Research Driven Design

Social Media Campaigns

E-Mail campaigns

Cohesive Branding Materials

Website Design (Responsive)

HTML/CSS

Video Editing

Drone Photography

Video Editing

SOFTWARE

Adobe Creative Suite (In order of expertise)

Illustrator

Photoshop

InDesign

XD

Premier Rush

After Effects

Other Software

Sketch

Slack

EXPERIENCE

STRATEGIC PLANNING BOOTCAMP GRADUATE

Jun 2023

M. AD SCHOOL OF IDEA | www.miamiadschool.com

- Awarded the Parkin Empathy Award Scholarship with 4.0 GPA

CREATIVE DIRECTOR

Oct 2021-Present

Breezo Marine | www.breezomarine.com

- Developed wordpress website for fleet funneling multiple avenues of different yacht charters
- Integrated DocuSign into company to greatly reduce drag in closing contracts
- Created new strategies to attract business from unexplored avenues (Google Ads, Instagram, LinkedIn)
- Spearheaded boots on the ground campaign introducing brand to 4 and 5 star hotels
- Forged relationships with restaurants with dockage for Breezo Dock & Dine
- Drone photography for each yacht + video editing for YouTube (Horizontal) channel and Instagram (vertical)
- Created email platform with notifications, tracking and auto-response. Implemented across new and existing clients (email list)
- Successfully created relationships with The Edition hotel in Miami
- Interval in pre and post production for Virgil Abloh's Louis Vuitton fashion show yacht charter
- Social Media calendar creation and implementation

ZBEHRMANN CREATIVE

Jan 2017 - Present

ZBehrmann Creative | www.zbehrmann.com

- Created vintage inspired artwork and brand VQS•ART depicting the island of Vieques, Puerto Rico www.vqsart.com
- Logo design and branding (Finca de Hamberto, VQS Emporium, Cocina Verde Vieques, Manny's Sushi, Accelerate Adventures, Florida Classic Car Storage, EL Plaza Vieques, Skyren Jewelry, BT Floors + more)
- Social Media Campaign for Jenny's Baked at Home (Instagram, Facebook, Mail)
- Developed NYC architecture portfolio website for A2NY - www.a2ny.com
- Developed SOLID Properties property website for Washington, D.C. - www.solid-properties.com
- Created brand identity and e-commerce website for Locally Grown, a hemp product store in New York City
- Created brand identity, packaging, sales materials and e-commerce website for hemp extract - www.samsons.nyc. Also developed social media art and content @samsons.nyc

SENIOR ART DIRECTOR

Sep 2013 - Dec 2017

Ladders Inc. | www.theladders.com | Manhattan, New York

- Worked with Creative Director to re-brand the entire look and feel of the brand (Still current branding)
- Created new brand design guidelines for internal and external use of the brand
- Designed stunning visual and graphic images to use on multiple platforms, which boosted company recognition and Premium and Free conversions by more than 32%.
- Developed UX/UI paths and tested using Amazon User Testing boosting Premium memberships +22%
- Oversaw and coordinated multiple projects by other designers and communicated the progress to Creative Director and Executive Team members
- Managed other designers on every single User Action on the website into user flows, wire-frames, mock-ups and prototypes to promote a cohesive intuitive design, site interactions and user experiences that all lead to dramatic increases in conversion and site use.
- Worked extensively with engineering staff to better understand user flows and ways to create solutions and benefits to individual projects
- Redesigned sites landing pages to enhance Premium conversions and Free sign-ups by engaging users, creating unique customized funnels from email, advertising and social media outlets
- Directed design, layouts and production of page content to fulfill project demands by Editor in Chief for Ladders News in addition to artwork for social media outlets



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INTERESTS

Surfing

Soccer

Sailing

Sustainable Design

Building

Volunteer Work

(*Earthship PR, Vieques Love Vieques Trust, Ticatove*)

REFERENCES

Kim Boxer

Owner
Breezo Marine

Rich Levy

Creative Director
Major League Soccer

Andy Bergmann

Creative Director
Ladders Inc.

Marshall Haber

Owner
MHCG Inc.

EDUCATION

BFA GRAPHIC DESIGN BFA ADVERTISING DESIGN

SAVANNAH COLLEGE
OF ART & DESIGN
Class of '07

Double Major, 3.6 GPA,
Four year scholarship starter
on the Men's Soccer Team

EXPERIENCE – (CONTINUED)

GRAPHIC DESIGNER

Mar 2013 - Sep 2013

Mirrorball | www.mirrorball.com | Manhattan, New York

- Brought on to deliver art assets for Malibu Coconut Rum Beach House summer campaign
- Worked with Creative Director and Design Team to fulfill all pre-production for POS collateral printing, email campaign, website graphics, billboard designs and bus stop signage

GRAPHIC DESIGNER

Apr 2009 - Mar 2013

Marshall Haber Creative Group | www.mhcg.com | Manhattan, New York

- My role on the design team was to lead the development of multiple print collateral and bring Mayor Michael Bloomberg's re-election message directly to minority markets. By working with multi-lingual translators and researching stock and supplied photography, I developed a strategy of diversity that brought re-election votes from NYC's Jewish, Caribbean, African-American, Latino and Asian communities
- Developed the identity for JP Morgan's International Council in Singapore. This included branding for the event as well as collateral that included event schedule, signage, information and member packets. This project was confidential and only the logo is able to be shared
- Responsible for managing team of overseas developers for multiple projects. This included daily communications at the beginning and end of each work day through email to inform of changes and direction
- Instructed and worked with production artists, photographers, illustrators, prepress technicians, printers, and other principals on a daily basis
- Established creative direction for projects and worked directly with clients to achieve goals

GRAPHIC DESIGNER

Nov 2007 - Jul 2008

MAJOR LEAGUE SOCCER HEADQUARTERS | www.mlssoccer.com | Manhattan, New York

- Produced environmental design including highway billboards, bus shelter/trolley ads, stadium signage, stage design for pre-game and half-time performances; Also designed hotel signage, and transportation vehicle decals for MLS All-Star game
- Led research and brand development for initial design of the Philadelphia expansion team. This involved creating a complete overview of the history of soccer in the area, a study of all the professional teams in the region including their teams by sports, their colors, branding and success. This research was presented to the owners and displayed during the inaugural ground breaking for the Philadelphia Union
- Worked on many applications of the advertising campaign "Football. Fútbol. Soccer. MLS." including print and video outputs
- Collaborated on brand direction with Creative Director, Rich Levy, and various department heads to keep a cohesive vision for the league as an entity
- Developed print ads, ticket designs, web banner ads, e-mail campaigns and internal presentations for Major League Soccer and Soccer United Marketing

GRAPHIC DESIGNER

Oct 2007 - Aug 2009

LES HALLES JEANS | Manhattan, New York

- Designed e-commerce website with CMS
- Designed and managed complete marketing package and booth design including all photography for publicity used for the press, buyers, and trade show clientele (NYC, Las Vegas, Los Angeles)
- Designed Look Book involving the art direction of photo-shoots, layout, touch-ups, and line-sheets as well as created marketing packages to be sent to editors of major fashion magazines consists of recreation of logo, business card, stationary with press information, and look book