

# Zach Koss, MFA

zach@zachkoss.com

715.864.3383

zachkoss.design

## Education

### MFA in Design

University of Wisconsin-Stout, Menomonie, WI, 2018

### BA in Graphic Design

University of Wisconsin Eau Claire, Eau Claire, WI 2006

## Scholarly & Creative Activity

My scholarly and creative work explores human-centered design solutions across various disciplines. The primary objective is to help people, while providing unique and memorable experiences. Through design thinking, research and collaboration my aim is to explore and establish methods for design systems and educational tools. This work includes: user experience, design ethics, graphic design, information design, character design, animation and illustration.

## Professional Experience

**Shutterstock** | Minneapolis, MN | Redwood City, CA

*Managing Art Director, 2021-Present*

- Led team of six designers and two copywriters to create unique app, web and email experiences
- Conducted brand accessibility audit and updated brand colors to meet ADA & WCAG compliance
- Art directed seasonal photo shoots and guidances

*Senior Graphic Designer, 2020-2021*

- Lead designer for personalization initiative
- Creative lead on personalized masks holiday campaign
- Contributing designer to homepage and app experiences

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### **Drip** | Minneapolis, MN

*Graphic Designer, 2018-2020*

- Created Shopify app store experience with motion graphics, icons, media gallery and in app use cases
- Designed landing pages for Magento and WooCommerce integrations
- Designed and developed user personas with product team

### **Leadpages** | Minneapolis, MN

*Technical Support Specialist, 2015-2018*

- Collaborated with product team to identify, conceptualize and implement UX improvements
- Created instructional support video series

### **UW-Stout** | Menomonie, WI

*Graduate Assistant, 2014-2015*

- Created and maintained social media presence for MFA program
- Developed recruitment email campaign with program director

### **Siteimprove** | Minneapolis, MN | Copenhagen, DK

*Training & Support Specialist, 2012-2015*

- Developed video tutorial series and webinars
- Led training and implementation for university clients

### **Hamline University** | Saint Paul, MN

*Web Designer, 2010-2012*

- Developed digital marketing campaigns for undergraduate admission events
- Key member of website redesign team
- Designed UI for mobile site

### **WCATY (Wisconsin Center for Academically Talented Youth)**

Madison, WI

*Digital Photography & Animation instructor, 2010*

- Developed curriculum for advanced photo manipulation and animation courses
- Led lectures, design & animation workshops, and digital photo demonstrations

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### **Rebuild Resources** | Saint Paul, MN

*Marketing Associate, 2009*

- Led nonprofit organizations online presence
- Designed and published annual reports and newsletters

### **Denali Education Center** | Denali, AK

*Community Series Coordinator, 2006-2008*

- Redesigned logo, identity and branding applications
- Coordinated programs and operations including: research presentations, art and music events and fundraisers

### **Zach Koss Design**

*Concurrent freelance practice*

Selected Clients: 89.3 The Current, General Mills, Teatro Del Pueblo, Center for Hmong Arts & Talent, East Lake Brewery, Museology, Saint Paul Art Crawl, Denali Education Center, Daliborka Films, Chastity Brown, Whalehouse, No Bird Sing, Orchid Eaton, Emot, Kronz Skateboards, Underloud Skateshop

### **Tools**

Adobe Creative Cloud

Sketch

Figma

Invision

HTML

CSS

Jira

Workfront

Microsoft Office

### **Professional Development**

*Security Awareness Certification.* KnowBe4, 2020

*Web Governance Certification.* Siteimprove Academy, 2015

*SEO & Web Analytics Certification.* Market Motive, 2015

*Professional Development Workshop.* Creative Capital, 2010

*New Times, New Tech.* Nonprofit Technology & Communications Conference, 2009

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### **Publications**

*Hamline Magazine*, illustration, Spring 2011

*Volume One Magazine*, cover illustration, April 2010

*Volume One website*, animation, Feb 2010

*Flipside Magazine*, cover illustration, February 2008

*Volume One Magazine*, cover illustration, June 2003

### **Exhibitions** (\*solo exhibitions)

#### **2018**

*Path, Politics & Story: MFA In Design Creative Thesis Projects.*  
Gallery 209. UW-STOUT. Menomonie, WI

#### **2016**

\**TEXTure: Typographic Experiments.* Pop-up. Minneapolis, MN

#### **2011**

*Coloring Time.* Cedar Cultural Center. Minneapolis, MN

#### **2010**

*Foot in the door 4.* Minneapolis Institute of Arts. Minneapolis, MN

*Smell the Glove.* CO exhibitions. Minneapolis, MN

\**Shift.* Tea Garden. Saint Paul, MN

#### **2009**

*Experiencing Nature in an Urban Environment.* Lowertown Lofts  
Artist Co-o. Saint Paul, MN

#### **2007**

*Denali Dissimilar Show.* Charles Sheldon Center. Denali, AK

\**Art & Depart.* Underloud Skateshop. Eau Claire, WI