

Zack Davis

UX Designer, Digital Strategist, Full-Stack Developer

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Portfolio: 2721west.com

Profile

I am a UX digital designer, digital strategist, and full-stack developer with 13 years experience in the design/fin-tech industry and 9 years focused on driving the success of startups and small businesses. I have demonstrated experience in the design and delivery of digital solutions as well as the development and implementation of effective digital strategies. I've acquired an in-depth understanding of the entire design and development life-cycle of an application with experience in managing projects from conceptualization to execution.

Professional Experience

Creative Director

AssetBuilder Inc - Plano TX

2006 - Present

- Develop and direct marketing initiatives, leading projects from conceptualization to execution.
- Establish strategies to generate leads, communicating with cross-functional individuals to ensure correct implementation.
- Direct the design of UI/UX, print, and interactive collateral.
- Architect internal applications and data management systems.
- Provide front-end development across all in-house web applications.
- Drive the company's visual brand and corporate identity through the integration of design and creativity.
- Establish and maintain positive relationships with content strategy authors.
- Maintain the company website, ensuring strict compliance with SEC regulations.
- Monitor company analytics as well as tagging and A/B testing.
- Lead the development team in achieving high quality deliverables.
- Direct external parties, ensuring they meet company objectives and maintain compliance with brand and regulatory guidelines.

Principal

Octopoda Interactive - Dallas TX

2010 - Present

- Deliver marketing and interactive solutions to small businesses and start-ups.
- Develop and implement effective long-term business development strategies for small businesses and startups, increasing lead generation and driving success.
- Plan and execute marketing initiatives, establishing strategies to exceed organizational goals.
- Conduct market research, implementing processes to effectively analyze competition, market trends and demand.
- Identify specific client requirements, conceiving and developing solutions to meet brand and strategic business objectives.
- Provide direction in the design and development of all interactive collateral.
- Develop and deploy web applications utilizing the latest cloud technologies.
- Lead and manage a team of freelancers towards the achievement of organizational goals and objectives.

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Core Competencies

Lead Generation Strategy
User Interface Design
User Experience
SEO
Creative Direction
Interactive Advertising
Information Architecture
Typography
Art Direction
Corporate Identity
Creative Strategy
Full-Stack Development

Technology and Software

Design: Sketch, Adobe
Photoshop, Illustrator, InDesign,
After Effect, Premier Pro

Development: PHP, JavaScript,
HTML5, CSS3, Front-end
build systems, MySQL,
Preprocessors, AWS

References

I will gladly furnish personal
and professional references
on request.

Previous Experience

Designer/Developer

Webnoxious (2004-2014)

Website design and production. Full-stack development from open-source content management systems to customized PHP/MySQL development. Designed and developed 70+ websites all ranging in different frameworks and different technologies. Led development team into pursuing new frameworks and technologies to increase efficiency and company work-flow.

Interactive Art Director

Eisenberg & Associates (2006)

Designed all e-media, interactive, and dynamic sites, including open-source content management systems. Planned and executed applications from information architecture through concept, development, programming, and testing. Worked with account executives and clients to help better understand clients web needs.

Education

University of North Texas

Major: BFA Communication Design Specification in Art Direction

Minor: Marketing

Appointments

Director, UI/UX Engagement

AIGA Dallas/Ft. Worth (2013-2015)

Men's Coaching Mentor

Precision Nutrition (2013- present)

UX Mentor

Springboard.com (2016- present)