ZACK MINOR
Senior Visual Designer + UX Designer

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EXPERIENCE

Arvest Bank
January 2023 - Present

Sales Enablement Designer
- Optimize self-service marking platform user experience
- Develop and maintain 500+ customizable marketing assets
- Manag third-party vendor relationships
- Analyze user pain points through interviews

Arvest Bank
March 2019 - December 2022

Graphic Designer
- Ensured consistent brand integrity across all marketing projects
- Developed diverse print and digital marketing assets (ads, displays, social, signage, motion)
- Partnered with teams and clients for successful project delivery
- Curated brand-aligned photography boards for marketing teams

NW Arkansas Community College
August 2022 - December 2022

Adjunct Faculty
- Designed and delivered curriculum for UX/UI and web development skills
- Led bi-weekly learning sessions on design principles and tools
- Provided detailed critiques to improve student design projects

AT&T
October 2018 - January 2019

Retail Sales Consultant

Leggett & Platt
June 2018 - October 2018

Exhibit Solutions Project Manager
- Developed SketchUp proficiency in one month for trade show rendering creation
- Managed trade show logistics, including setup and vendor coordination

Leggett & Platt
August 2017 - May 2018

Graphic Designer
- Managed concurrent projects for multiple clients, ensuring timely delivery
- Collaborated with Account Managers to address client needs across company divisions
- Coordinated with print vendors to obtain competitive quotes for client projects

Christ's Church of Oronogo
May 2015 - July 2017

Design Director
- Designed and developed a new website from concept to launch
- Directed design for special projects, including annual reports and sermon series
- Maintained and enforced Christ's Church brand standards
- Led quarterly meetings to promote interdepartmental events

EDUCATION

Google | UX Design Professional Certificate | 2024 - 2025 | Verify Certificate
Empathize with users | Define users' needs | Ideate solutions | Prototype Solutions | Test solutions

Pittsburg State University | Bachelor of Science in Technology | 2011 - 2015
Major: Graphic Communications | Emphasis: Web/Interactive Media | Minor: Marketing

SKILLS

- Adobe CC
- Figma / Adobe XD
- Wireframing / Prototyping
- HTML 5 / CSS
- Data Visualization
- Agile
- Artificial Intelligence

SOFT SKILLS

- Creative problem solver
- User/data focused
- Concise communicator
- Self-aware
- Collaborative
- Strategic
- Form follows function