

ZIAD EZZAT

(Say it with me: zee-YOD · EZZ-aht)

CREATIVE EVANGELIST · DESIGN FANATIC · IMMOVABLE OBJECT · UNSTOPPABLE FORCE

Skills & Tools

SUPERPOWERS

- Player/coach creative **leadership**
- **Talent acquisition** & team building
- Team growth & **mentorship**
- Designing elegant **branding** systems
- **Responsive web** & mobile design
- **UI/UX** design
- Superlative **typography**
- **Video & audio** production
- **Presenting** & public speaking

DESIGN TOOLS

- **Adobe Creative Suite**
(Illustrator, Photoshop, InDesign, Premiere, Dreamweaver, Audition, After Effects)
- **Sketch**

DEVELOPMENT/UX TOOLS

HTML5, CSS3, PHP, JavaScript, Adobe XD, WordPress, InVision

CRM & MARKETING AUTOMATION

Salesforce, Marketo, iContact, Constant Contact, MailChimp

THE USUAL STUFF

Microsoft Office, Keynote, Slack, Asana, Basecamp, Teamwork, Wrike

Education

Bachelor of Arts, Economics

San Jose State University, San Jose, CA
2002

Professional Profile

Hands-on creative leader and obsessive visual designer with two decades of experience in digital design, print design, and commercial lithography.

History & Accomplishments

JUN 2018 - PRESENT

Creative Director

Feral Creative Colony

Oakland, CA

- Designed digital, print, web, and video assets for Fortune 500 clients

JUN 2015 - JUN 2018

Creative Director

Salient Partners, LP

San Francisco, CA

- **Led in-house creative team** responsible for the Salient brand: websites, marketing collateral, ads, conference booths, office wayfinding and signage, business forms, and premiums
- Selected and directed external agency partners through a comprehensive post-merger rebranding process
- **Designed websites for six business units** under the firm umbrella
- **Designed the logo and brand system** for Salient's *Epsilon Theory* publishing platform
- Produced the *Epsilon Theory Podcast*

SEP 2011 - JUN 2015

Creative Director

Forward Management, LLC

San Francisco, CA

- Built in-house creative team from the ground up, hiring and leading permanent, contract, and temporary talent as needed
- Established processes and workflows to improve team communication and efficiency
- Worked with marketing and sales, portfolio managers, and senior leadership to build a library of clean, consistent marketing collateral
- Managed video and photo shoots and directed editing and mastering process

MAY 1998 - SEP 2011

Art Director

Linzee International Corp

Belmont, CA

- Ran an end-to-end creative agency, offering web/graphic design, branding, offset printing, direct mail, and fulfillment services
- Planned and managed cross-platform marketing campaigns
- Determined time and resources allocation, balanced budgets and revenue targets
- Established excellent rapport and developed trusting, long-term relationships with clients
- Led design team and acted as operations manager agency-wide, supervising print production, sales, estimating, accounting, HR, facilities, and shipping/receiving, etc.