

ZIAD EZZAT

(Say it with me: zee-YOD · EZZ-aht)

CREATIVE EVANGELIST · DESIGN FANATIC · IMMOVABLE OBJECT · UNSTOPPABLE FORCE

Professional Profile

Hands-on creative leader and fastidious visual designer with 20 years of experience in web and graphic design, user interface design, and lithography.

Skills & Tools

SUPERPOWERS

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

DESIGN TOOLS

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

DEVELOPMENT TOOLS

HTML5, CSS3, PHP, JavaScript, WordPress, InVision

CRM & MARKETING AUTOMATION

Salesforce, Marketo, iContact, Constant Contact, MailChimp

THE USUAL STUFF

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

Education

Bachelor of Arts, Economics

San Jose State University, San Jose, CA
2002

History & Accomplishments

JUN 2015 – JUN 2018

Creative Director

Salient Partners, L.P., San Francisco, California

Financial Services / Asset Management / Wealth Management

- Led in-house creative agency responsible for the Salient visual brand: websites, marketing and sales collateral, online and print advertising, conference booths, office wayfinding and signage, internal forms, and premiums
- Evaluated, selected, and directed external agency partners through a comprehensive post-merger rebranding process
- Designed the logo and brand system for Salient's *Epsilon Theory* publishing platform
- Designed websites for multiple business units under the firm umbrella, including: salientpartners.com, salientmidstream.com, salientprivateclient.com, salientindices.com, and epsilontheory.com
- Produced the [Epsilon Theory Podcast](#)

SEP 2011 – JUN 2015

Creative Director

Forward Management, LLC., San Francisco, California

Financial Services / Asset Management

- Built an in-house creative team from the ground up, hiring and leading permanent, contract, and temporary talent as needed
- Established agency-style creative processes and workflows to vastly improve efficiency and communication between teams
- Worked directly with marketing and sales leadership, portfolio managers, and senior management 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, California

Creative Agency / Printing & Direct Mail House

- 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.