

*Hi, I'm Zachary Oliver Williams,
a 10+ year Senior Creative + Graphic Designer
based out of sunny Santa Monica, California.*

With 10+ years of experience in brand design and creative leadership, I am constantly leveraging my expertise in global brand strategy, packaging design, and creative direction to build, re-imagine and influence the movers & shakers of the corporate world.



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Creative Career Highlights

American Express | Los Angeles, California | 2022 - 2023
Senior Designer | Contract

- Collaborated within with AMEX's internal brand team to design print, digital, and experiential creative for the American Express Global Advertising and Brand Marketing team.

Rivian Automotive | Los Angeles, California | 2021 - 2022
Lead Senior Packaging Designer

- Led packaging design efforts, including sustainable packaging initiatives, for RIVIAN gear shop packaging, in-vehicle collateral, and special projects packaging.
- Developed innovative packaging solutions through carbon counting, reducing waste, and collaborating with top-tier materials/packaging vendors.

Johnson & Johnson Design | Los Angeles, California | 2021
Lead Packaging Designer | Contract

- Lead designer for packaging refreshes for JOHNSON & JOHNSON'S Neutrogena brand, focusing on the Sun and Skin divisions.

Hawaiian Airlines + Mullen Lowe Agency | Los Angeles, California | 2021
Lead Digital Art Director | Contract

- Established design direction and created visuals for a successful Hawaiian Airlines paid digital campaign.

The Many Agency | Santa Monica, California | 2017 - 2021
Senior Designer & Art Director

- Played a pivotal role in managing key accounts, including QDOBA, Bumblebee Tuna, Biofreeze, and Chambord, at award-winning advertising agency The Many.
- Led the agency design team, overseeing various aspects of creative projects, from video/ photoshoots to global packaging redesign.

Rosewood Creative Agency | Los Angeles, California | 2017
Associate Art Director & Manager

- Managed creative talent and creative briefs for clients such as Apple, AEG, and Katy Perry at social agency ROSEWOOD.
- Oversaw a team of motion graphics artists, designers, and production managers, nurturing their professional growth.



World Surf League | Santa Monica, California | 2015 - 2017

Lead Designer & Art Director

- Collaborated across the entire multimedia platform to develop a design system that engaged both new and core fans of surfing.
- Senior member on the creative team responsible for brand-related content and environmental design, enhancing the sport's mainstream appeal.

Beats By Dre | Los Angeles, California | 2013 - 2015

Lead Brand Designer

- Worked closely with Andre Young (Dr. Dre) and Jimmy Iovine to transform Beats By Dre from startup into a global brand phenomenon.
- Designed retail marketing, OOH placements, celebrity collaborations, and print/packaging materials.
- Helped build and manage the design team, contributing to the company's \$3 billion valuation.

Manduka Yoga | Los Angeles, California | 2012 - 2013

Freelance Branding & Packaging Designer | Contract

- Developed a distinctive visual identity for yoga brand Manduka, reflected in packaging, digital, and print materials.

TOMS | Los Angeles, California | 2011 - 2012

Brand Designer

- Worked within the internal brand design team on TOMS's iconic conscious consumerism branding.
- Created digital campaigns, executed retail design concepts, and contributed to TOMS' global success.

Education

The University of Alabama at Birmingham 2011

BFA Art Studio Graphic Design

Internships

iMarketspace Sydney

Sydney, Australia | Summer 2010

TOMS

Santa Monica, California, USA | Spring 2011





Zachary Oliver Williams

+1 310 625 4785

heyzachwilliams@gmail.com

www.heyzachwilliams.com

