

Zach Magoon

Creative Director | Product Design | UX/UI | Design Leadership

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PROFESSIONAL SUMMARY

Creative Director and senior product design leader with nearly 20 years of experience across product design, UX/UI, visual design, branding, web applications, mobile applications, and digital experiences. Leads design strategy and execution for complex enterprise and customer-facing products, partnering with product, engineering, marketing, and executive stakeholders. Experienced leading designers and external creative resources, building design systems and prototypes, and translating business and user needs into clear, scalable experiences.

CORE SKILLS

Product & UX: Product Design, UX/UI Design, User Experience, Mobile App Design, Web Applications, Wireframing, Prototyping, Design Systems

Creative Leadership: Creative Direction, Design Strategy, Team Leadership, Cross-Functional Collaboration, Stakeholder Management, Vendor Management

Brand & Digital: Brand Development, Web Design, Campaign Design, Advertising, Trade Show Design, Photography, Digital Experiences

Tools & Platforms: Figma, Adobe Creative Suite, Adobe Premiere Pro, Jira, Shopify, Microsoft Office

PROFESSIONAL EXPERIENCE

EVERYWHERE Communications — Creative Director | 2019–Present

- Lead strategy and design for mobile and web applications supporting a satellite communications platform.
- Direct UX/UI design initiatives across enterprise and customer-facing digital products, translating complex requirements into clear user experiences.
- Partner with product and engineering teams to improve user experience consistency, design quality, and delivery workflows.
- Manage internal designers, contractors, freelancers, and external creative vendors across concurrent initiatives.
- Design and produce corporate websites, marketing materials, trade show systems, presentations, and branded communications.
- Lead phased redesign initiatives for corporate web properties, information architecture, and navigation systems.

TD Bank — Senior Visual Designer | 2014–2019

- Designed mobile and web applications supporting banking and customer experience initiatives.
- Created wireframes, interface designs, prototypes, and visual systems in collaboration with development teams.
- Supported product and engineering teams through UX and front-end design execution.
- Managed overflow creative projects and coordinated external contractor support.

VIA — Senior Art Director | 2014

- Developed advertising campaigns across print, digital, and integrated marketing channels.
- Directed photography and mentored junior art directors and designers.
- Coordinated creative development for new business proposals and presentations.

WEX — Senior Art Director | 2010–2014

- Designed custom websites, mobile applications, trade show materials, and direct mail campaigns.
- Collaborated with stakeholders to deliver customer-facing digital experiences.
- Managed freelancers and external production resources.

L.L.Bean Signature — Senior Art Director | 2009–2010

- Led design direction, copy collaboration, and photography for e-commerce initiatives.
- Managed production workflows and cross-functional creative teams.
- Supported brand consistency across digital and marketing platforms.

The SOAP Group — Senior Art Director | 2008–2009

- Led socially responsible design initiatives across print, web, video, and advocacy campaigns.
- Managed junior designers and coordinated outside vendors.

KG Partners — Senior Art Director | 2006–2008

- Developed national advertising campaigns across print, radio, and digital media.
- Directed photography and contributed to brand strategy initiatives.

EMG3 — Senior Graphic Designer | 2005–2006

- Designed experiential marketing systems and large-scale mobile promotional units.
- Supported integrated campaign development and branded event experiences.

Zmagoon — Creative Director, Freelance/Contract | 2002–Present

- Designed websites, brand systems, logos, and marketing campaigns for small and mid-sized businesses.
- Led creative teams and managed client-facing design initiatives.
- Produced studio and location photography for commercial and promotional projects.

Four Mangos — Director of Creative Strategy | 2000–2002

- Managed web design projects, creative teams, and project budgets.
- Designed large-scale software user interfaces and digital experiences.

EDUCATION

Wheaton College (MA) — B.A. English Literature, Cum Laude

Minors: Studio Art, Theater | Balfour Scholar | Dean's List | Employee of the Year