

# ZENZILE SKYLARK

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Art & Design Director  
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www.iamzenzile.com

## EDUCATION

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### School of Visual Arts

New York, New York  
MFA in Design (2015-2017)

### Virginia Commonwealth University

Richmond, Virginia  
BFA in Graphic Design (2008-2012)

## TECHNICAL KNOWLEDGE

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**Adobe CC:** Photoshop, Illustrator, Lightroom, Premiere Pro, After Effects, XD InDesign;  
**Photography:** Professional shooting, retouching, studio lighting equipment knowledge and setup, prop sourcing, casting;  
**Office:** Keynote, Powerpoint, Excel, Word; Google Workspace;  
**Web:** Figma, HTML5, CSS, JQuery, Wordpress.

## PROFESSIONAL EXPERIENCE

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### Madwell

July 2021 - **present**  
Art Director // Brooklyn, New York  
Direction for art & design that leads brand storytelling and social activation strategy implementation for a wide range of clients such e.l.f. Cosmetics, Plum Organics & Verizon.

### Girls Who Code

January 2019 - July 2021  
Lead Designer // New York, New York  
Successfully bringing all creative processes in-house and evolving the global brand identity to encompass the company mission to "Close the gender gap in technology". Developing design strategies to create timely and sophisticated company visual language as well as implementing them throughout company verticals though internal, partner facing, and public collateral.

### Jopwell

June 2020 - July 2021  
Freelance Brand Designer // New York, New York  
Successfully implementing the new 2020 Brand guide and visual language throughout company verticals and also educating employees on implementation and visual id. The brand voice was updated to elevate the core brand audience-BIPOC voices and strides through career development. This was showcased through working directly with Marketing to reinvent Canva/Powerpoint presentation decks, digital partner facing collateral, social assets, digital career fair campaigns etc.

### Techstars Comcast NBCUniversal LIFT Labs Accelerator

October 2020 - December 2020  
Brand Designer // New York, New York  
Consulting & Designing for 11 US & EU Startup companies in media and entertainment on Brand Storytelling, Visual Narrative, UI/UX Audits & Pitch Deck Design.

### House of Marley

June 2017 - January 2019  
Lead Designer // New York, New York  
Worked directly with Creative Director to create all globally used Retail, Web, Social, Print & Lifestyle assets for Audio Systems that are built on the Marley Family principles of sustainability & commitment to nature.

### Aloha Health & Wellness

April 2017 - June 2017  
Freelance Designer & Photographer // New York, New York  
Collaborated directly with Creative Director to strategize and produce all editorial assets for organic plant-based protein products. Synthesized and designed new ways to communicate the brand story through ecommerce campaigns, social media assets and emails.

### Catch 24 Design

April 2017 - June 2017  
Freelance Designer // New York, New York  
Designed web-based UI/UX for different New York Based Pharma companies as well as brand/collateral refreshing and storytelling.

### Lumens Design Group

July 2016 - April 2017  
UI/UX Designer // New York, New York  
Designed Front End Web Experiences, developed iconography and created branding/collateral for companies such as TheGuarantors, Tomorrow Networks & Volair.

### Try The World

September 2015 - September 2016  
Brand Designer // New York, New York  
Collaborated directly with Marketing Director and Art Director to produce digital and traditional print marketing material for the bi-monthly gourmet food subscription box; digital assets included UI/UX design for front-end web, mailchimp emails, and social media assets for Instagram, Pinterest & Facebook.

### Copy & Art Advertising

February 2013 - January 2018  
Art Director // New York, New York  
Strategized & produced digital and traditional internal media for pharmaceutical manufacturers and healthcare companies such as Johnson & Johnson and Janssen; directed the Look & Feel for different company collateral (web/interactive, brochures, emails); designed logos for JSC Strategy sub divisions, presentations for executive market summaries; In charge of layout and overall production for internal monthly newsletters.