



## paul van zante

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1013 4th Ave E · Oskaloosa, IA 52577

## portfolio

[www.vzgraphics.com](http://www.vzgraphics.com)

## strengths

UX Design

App Development and Deployment

Graphic Design, Identity  
Creation, and Page Layout

Interactive Touch Presentation  
Development and Deployment

Tradeshow Concept, Planning, Construction  
IAEE Guidelines, Setup And Exhibiting

Adobe Creative Cloud

Microsoft Office

Video and Motion Graphics

Variable Data and Direct Mail Processes

Web and Landing Page Design

Basecamp and Workfront Project Management

Event Planning and Execution

Social Media Management

Art Direction for Ad Photo Shoots  
and TV Commercial Production

Prepress, Preflighting, and Printing Operations

Portrait and Product Photography

## education

Des Moines Area Community College

Major: Graphic Arts

Associate Degree in Applied Science

Emphasis: Design and Desktop Publishing

## awards and membership

2012 Little League Commercial nominated  
for Iowa Motion Picture Award

Member of the Professional  
Photographers of America

## summary

Experienced graphic designer, creative strategist, and pro photographer who crafts compelling user experiences and marketing collateral across varied formats and industries. Effective communicator and successful collaborator ready to take on creative challenges to reach target audiences and achieve company goals.

## relevant experience

**Sr. Graphic Designer · 2008 to Present**  
**Musco Sports Lighting, [www.musco.com](http://www.musco.com)**

Project leader for interactive touch presentation development and deployment. Process included software research, UX development and design, device research and testing, capital purchase request, executive buy-in, deployment to the sales team, user training, user feedback, presentation updates/management.

**100 tablets, \$60,000 initial investment, all positive responses.**

Develop ideas, design, and layout for national and international sales and marketing collateral (direct mail, website, app, tradeshow) to generate leads, enhance company image, and drive sales. Evaluate effectiveness through lead tracking and web analytics.

Contributed to new multichannel ad campaign from concepting through production — including digital and print direct mail, print and web ads, social and website presence. Provided art direction for ad photo shoots and served as lead designer for campaign. **Increased leads by 13%.**

Tradeshow coordinator: Overhauled tradeshow booth user experience to increase booth traffic and show value. Developed concepts and scale mockups as lead designer — in partnership with vendors and under a tight budget and quick deadline. Developed interactive presentation for touch screens. Shot original photography for the project. Preshow coordination, construction, onsite setup, postshow analysis.

Collaborate with other departments, ex: engineering, to determine company and customer needs, audience, and presentation format.

**Owner/Photographer/Designer · 2009 to Present**  
**Van Zante Photography and Graphic Design, [www.vzgraphics.com](http://www.vzgraphics.com)**

Freelance designer and creative consultant for a targeted customer base. Create direct mail campaigns for a marketing company — design, shoot original photography, and coordinate print. Most recent project achieved an **9.2% response rate**. Exclusive designer for software development company. Collaborated on several marketing initiatives to help form their marketing department. **Overall leads increased significantly.**

Photograph and edit innovative, compelling images of newborns, families, high school seniors, athletes, weddings, product, stock photography, etc. in my in-home studio and on location. See online [www.vanzantephoto.com](http://www.vanzantephoto.com) for examples.

Manage operating budget, marketing initiatives, and scheduling to maximize profits. Provide personalized customer service and flexibility to maintain high customer satisfaction and encourage repeat business and referrals. Developed original brand identity and all marketing collateral to support business endeavors.

**Department Manager · Oct 2005 to Oct 2007**  
**ArrowGraphix**

Created graphic design and layout in various formats for a broad customer base — from wedding invitations to industrial publications as well as video creation and editing.

Fostered positive relationships with customers by helping them determine their needs and goals, fielding questions, and addressing concerns, from initial design to job completion and invoicing.

Operated and troubleshoot printing and finishing equipment for high quality results and minimal downtime.