

# Zachary Mathre

Senior Brand Designer with a strong visual point of view and a passion for building culturally relevant, craft-driven brand experiences. Experienced developing creative across campaigns, launches, digital platforms, and storytelling moments through typography, image-making, motion, and emerging AI-powered workflows. Skilled at balancing experimentation and visual expression with clarity, consistency, and scalable system thinking.

## Work

### USA TODAY Co.

Sr. Designer — June 2023 - Present

- Led the design and evolution of multichannel creative across onsite experiences, mobile applications, social platforms, email, and digital marketing campaigns.
- Developed clear, distinctive visual concepts that communicated brand value, product features, and strategic priorities.
- Translated audience insights and performance data into creative strategies that improved engagement, retention, and user growth.
- Guided the evolution of USA TODAY PLAY's onboarding visual system, aligning feedback from users and cross-functional stakeholders with brand pillars.
- Led large training sessions and cross-team learning initiatives; oversaw onboarding and creative output for contract designers.
- Mentored and led designers in critiques, understanding creative standards and utilizing new tools to expand efficiency.
- Designed scalable, templated solutions across channels and maintained an extensive Figma-based component library.

### Freshly

Designer — March 2020 - March 2023

- Executed on-strategy creative across print and digital formats, including responsive email, digital advertising, microsites, direct mail, presentations, infographics, and interactive assets.
- Produced motion design for digital applications, incorporating motion graphics, kinetic typography, and dynamic storytelling.
- Translated creative briefs into thoughtful, high-quality deliverables with strong attention to brand consistency and detail.
- Balanced visual design with usability and functionality to deliver effective, user-centered experiences.
- Optimized creative output through performance analysis, testing insights, and rapid iteration.
- Collaborated closely with cross-functional teams across marketing, product, and creative disciplines.

### Freshly

Creative Producer — September 2019 – March 2020

- Supported the planning and execution of photo and video projects alongside Video and Photo teams.
- Served as a liaison between the Creative Studio and on-set crews to ensure smooth communication and workflows.
- Translated creative briefs into actionable production plans in partnership with Producers and Project Managers.

## Tools

Figma  
Illustrator  
Photoshop  
After Effects  
Sketch  
InDesign  
Webflow

## Education

BFA — Minneapolis  
College of Art & Design

## Contact

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