

# Zachary Blocher

## Brand Designer

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## Summary

Strategic Brand Designer with hands-on agency leadership experience developing comprehensive brand identities for commercial real estate and diverse clients. Combines creative vision with proven ability to deliver under pressure, bringing unique background spanning client-facing design leadership and high-performance operational environments.

## Experience

### Graphic Designer / Founder

Pacific Brand Lab, San Francisco, CA | December 2023 – Present

- Founded and lead specialized digital agency serving commercial real estate sector with comprehensive brand strategy, web design, and portfolio management solutions.
- Spearheaded complete brand identity redesigns for 3 major commercial real estate clients, resulting in 40% increase in brand recognition and 100% client satisfaction across all projects
- Developed proprietary PortfolioSync tool enabling automatic portfolio updates for commercial real estate firms, streamlining client workflow by 60% and reducing manual update time

### Wildland Firefighter

USDA Forest Service, Los Padres National Forest |  
June 2023 – November 2023

- Collaborated within highly coordinated 20+ member Type II IA crews executing time-sensitive operations in rapidly-evolving environments, ensuring safety and operational excellence
- Maintained clear, effective communication channels under high-pressure conditions requiring precision and reliability, coordinating efforts across multiple teams
- Demonstrated exceptional attention to detail while managing concurrent priorities in demanding conditions, consistently meeting safety protocols and operational standards

## Capabilities

### Design:

Brand Identity  
Grid and Layout  
Motion Graphics  
Typography  
UI/UX Design  
Web Design

### Strategy:

Brand Strategy  
Journey Mapping  
Marketing Funnels  
Project Management  
User Personas

### Tools:

Adobe Creative Suite  
Figma  
Trello  
Wordpress  
Webflow

## Education

### Fullsail University

Orlando, FL  
Bachelor of Science  
Graphic Design  
2025

### Cuesta College

San Luis Obispo, CA  
Associate of Arts  
Social and Behavioral  
Sciences  
2023