

# Zach Blocher

## Brand Designer

San Francisco, CA  
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## Summary

Strategic brand designer with solo agency experience creating comprehensive brand identities, websites, and digital management solutions for commercial real estate and diverse clients. Combines creative vision with proven delivery under pressure.

## Experience

### **Lead Graphic Designer & Founder / Pacific Brand Lab**

San Francisco, CA / December 2023 – Present

- Spearheaded 3 complete brand redesigns and website developments for CRE clients, achieving 40% increase in website traffic, and 100% client satisfaction
- Developed proprietary PortfolioSync tool streamlining client portfolio updates and reducing manual workflow time
- Designed and launched 8+ websites using Webflow, delivering on schedule while collaborating with clients teams

### **Wildland Firefighter / USDA Forest Service Crew 7**

Los Padres National Forest / June 2023 – November 2023

- Collaborated within 20+ member Type II IA crews executing time sensitive operations in rapidly evolving environments
- Maintained clear communication under high pressure conditions requiring precision, consistently meeting safety protocols and operational standards

### **Freelance Graphic Designer / Self Employed**

San Jose, CA / October 2018 – November 2022

- Delivered brand identity and design solutions for 15+ clients across technology, retail, and nonprofit sectors
- Managed complete project lifecycles from strategy through delivery including logo design, marketing collateral, packaging, and 3D modeling

## Capabilities

### **Design:**

Design Systems  
Brand Identity  
Motion Graphics  
UI/UX Design  
Typography  
Interactive Prototyping  
Video Editing

### **Strategy:**

Brand Strategy  
Product Thinking  
User Personas  
Journey Mapping  
Project Management

### **Tools:**

Figma  
Adobe Creative Suite  
Blender  
Webflow

## Education

### **Full Sail University**

Orlando, FL  
Bachelor of Science  
Graphic Design  
2025

### **Cuesta College**

San Luis Obispo, CA  
Associate of Arts  
Behavioral Sciences  
2023