

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