

ERIK ZAIKOWSKI RESUME

ART DIRECTOR | VISUAL & PRODUCT DESIGN

erik@erikzdesign.com | erikzdesign.com

Skills

Art Direction
Brand & Visual Identity
Creative Direction
Design Systems
User Interface Design
App Prototyping
Presentation Design
Motion Graphics
Illustration
Print & Packaging
Design Thinking
User-Centered Design

Education

UMASS Dartmouth

BFA Graphic Design/Letterform

University of New Hampshire

UI/UX Design

Toolkit

Illustrator
Photoshop
InDesign
After Effects
HTML/CSS
Wordpress
Webflow
Figma
Framer

Connect

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Portfolio Link | www.erikzdesign.com

** Some work covered under NDA.
Work samples and project details
available upon request/interview.*

Multidisciplinary designer based in Manchester, NH, leading art direction across startups, agencies, and enterprise teams. Pushing pixels at the intersection of new technology, traditional design, and evolving relationships with like-minded creatives while turning business ideas into scalable visual solutions. Collaborates across marketing, sales, and product teams to create and maintain visual identity systems, brand and digital experiences, and campaigns from concept through execution.

Experience

SafeRide Health | Visual Design Lead & Product Designer | 2023–2026*

Technology-driven medical transportation software company. Joined as part of a rebrand and led the evolution of SafeRide's visual identity.

- Evolved a foundational brand guide into a cohesive visual system spanning product, web, and marketing
- Designed high-fidelity prototypes defining the product UI look and feel for scalable product development
- Built scalable templates, component libraries, and structured design systems supporting consistency across teams while maintaining brand integrity
- Designed inbound campaigns, sales enablement materials, executive presentations, and technical communications for marketing, HR, and C-level leadership
- Maintained visual consistency across digital, product, and brand experiences

Orbita | Art Director and Product Designer | 2015–2023

AI-powered virtual assistant healthcare company. Hired at inception to establish the visual identity and collaborate with leadership on brand strategy.

- Led three rebrands as the company and technology evolved
- Unified product & marketing experiences with cohesive visual systems during multiple company rebrands
- Designed conversational UI and UX across web, voice, and chat applications
- Built scalable design systems and component libraries aligning product experiences with an evolving brand
- Designed product, marketing, and executive communications across the organization
- Designed branded white-label product prototypes for scalable customer implementation

Ektron | Senior Creative & Visual Designer | 2010–2015

Enterprise web content management and digital experience platform. Led design across marketing, product, web, sales, and events to maintain a consistent brand presence.

- Led creative and art direction across campaigns, product experiences, and global events
- Collaborated across product, marketing, and development teams to shape creative direction and present concepts to C-level leadership
- Designed brand identities for three Ektron Synergy conferences, directing vendors, sponsorship materials, social campaigns, and environmental graphics
- Served as the primary in-house creative resource across the entire organization

Visual Republique | Graphic Designer | 2007–2010

Boutique creative agency serving finance, hospitality, real estate, manufacturing, and nonprofit sectors.

- Executed art direction, campaigns, and brand positioning across a diverse client portfolio
- Produced print and digital design across a wide range of industries
- Collaborated closely with agency principals in a small, hands-on creative team
- Developed experience in design execution, creative business operations, and client relations

Select Engagements | 2015–Current*

Long standing relationships with founders and former colleagues have led to ongoing creative collaborations as they move into new companies and leadership positions, bringing me in to support product design, web experiences, marketing campaigns, and art direction across healthcare, AI, SaaS, cybersecurity, and enterprise technology. Select current and past collaborations include Generative Labs, ai12z, Entrio, Acquia, Skillssoft, Promoboxx, Enterprise Bank, RapidMiner, and Boston Beerworks.