

Zach Wilke

I'm a versatile art director, brand designer, and photographer creating strategic and concept-led identities.

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Experience

NONFICTION

Art Director

June 2022—Present

In my role as art director at Nonfiction, I lead the design team through the creative process on a large variety of projects, including brand identities, websites, print, packaging, and campaign development. I take ownership of our creative output while dedicating most of my day-to-day to mentorship and directing the team. I contribute to and help refine all parts of our creative process: strategy, concepting, writing, production of digital and print touchpoints, and brand guideline creation. In this client-facing role, I regularly lead presentations and workshops and secure client buy-in throughout the process.

Senior Designer

March 2019—June 2022

Graphic Designer

March 2018—March 2019

ECHO SPIRITS DISTILLING CO.

Freelance Designer & Photographer

2021—Present

I've been working with Echo Spirits as a client of Nonfiction since 2018, well before they had distilled their first drop. I was a foundational part of building the brand and establishing them in the community. Our work together has continued on a freelance basis, where I handle numerous projects for the distillery and bar including packaging and label design, web design, print design, product and brand photography, menu design and photography, event branding, and campaign development. I'm keeping the integrity of the brand across all customer interactions while ensuring they continue to grow and evolve with the market.

BIG RED ROOSTER

Graphic Designer

February 2017—March 2018

FULCRUM CREATIVES

Junior Designer

May 2016—February 2017

FAHLGREN MORTINE

Creative Intern

June 2015—August 2015

IBEL AGENCY

Junior Designer

November 2013—April 2015

Education

COLUMBUS COLLEGE OF ART & DESIGN

BFA, Advertising & Graphic Design

Minors: Photography, Copywriting

May 2016

Capabilities

DESIGN

Brand & Identity Design

Logos

Brand Guidelines

Art Direction

Typography & Type Design

Editorial Design & Longform Print

Packaging

Websites

Strategy

Naming

Design for Physical Environments

Apparel & Products

Brand Stewardship

PHOTO

Still Life

Product

Brand Photo Libraries

Editorial & Documentary

Architecture & Interiors

Food & Beverage

Retouching & Post Production

Working in

Figma

InDesign

Illustrator

Photoshop

Lightroom

After Effects

Glyphs

Webflow

Standards

Premiere

CaptureOne

Notion

References

Joe Bidinger

Co-Founder, Echo Spirits Distilling

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Neil Wengerd

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Jacob Strous

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Kimmy Alexander

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