

Zach Wilke

I'm a versatile creative/design director, brand and digital designer, and a photographer, when the need arises. I lead strategic and concept-forward brand projects.

wilkeworks.com
wilkeworks@gmail.com
(614) 593-0969

Experience

SIMPSON SCARBOROUGH

Associate Creative Director

July 2026—Present

I've been a creative lead and carried a lot of responsibility throughout my time at the agency, balancing project direction (a portfolio of 3-5 clients), management (2 direct reports), and hands-on work (consistent design for some of my own projects as well as others). I constantly coordinate with internal and external teams and partners to execute the work, and help shape ongoing mentorship and professional development efforts for our design team.

Senior Art Director

May 2024—June 2026

NONFICTION

Art Director

June 2022—May 2024

I started as a designer and Nonfiction's first employee, and grew to become the studio's design lead and mentor to our team over the years. Working closely with the partners, I led work in brand identity, digital, print, packaging, and for campaigns. The role was client-facing from the beginning and I honed presentation skills and worked collaboratively with creative partners on a regular basis.

Senior Designer

March 2019—June 2022

Graphic Designer

March 2018—March 2019

ECHO SPIRITS DISTILLING CO.

Freelance Designer & Photographer

2021—2026

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

Identity Design

Brand Concepts / Look and Feel

Guidelines, Design Systems, Brand Training

Art Direction

Capital Campaigns

Websites & UI

Motion Design

Editorial + Longform Print Production

Custom Type / Type Design

Packaging

Naming

Branded Environments

Apparel + Products

Retouching

Working in

Figma / Figjam

InDesign

Illustrator

Photoshop

Lightroom

After Effects

Glyphs

Webflow

Standards

CaptureOne

Notion

Miro

References

(roles listed as they were when I worked with each of these references)

Katie Schwendeman (former manager)

Design Director, SimpsonScarborough

ktschwen12@gmail.com

(330)421-7773

Rachel Green (current writing partner)

ACD (Copy), SimpsonScarborough

(740)707-6737

Neil Wengerd (former manager)

Creative Director and Partner, Nonfiction

neil@madebynfiction.com

(330) 988-8032

Jacob Strous (designer, collaborator)

Senior Designer, Nonfiction

jacob.strous@gmail.com

(614) 738-2167