

EXPERIENCE

INFINITE SCALE // Salt Lake City, UT

Associate Creative Director – 2018-2022

Design Director – 2013-2018 / Senior Designer – 2010-2013

Designer – 2006-2010 / Design Co-op – 2005

www.infinitescale.com

Innovative designer and creative team leader at Infinite Scale, the leading design consultancy in the sports industry. Executed comprehensive design solutions for sport leagues, teams and venues, including brand integration, logo design, sponsor activation, interpretive displays, wayfinding strategy, signage design and more. Engaged leader of a creative team working through the design process from proposal to implementation – site analysis and programming, ideation and schematic design, documentation, fabrication review, construction administration and punch listing.

Diverse experience gained from work on more than 30 professional and collegiate stadiums, arenas, ballparks, racetracks and training facilities. Key member of look + décor design team for large scale event projects, including the Super Bowl (2005-2009), Orange Bowl (2009-2015), and Sundance Film Festival (2010-2014). Additional non-sport design experience in brand integration + wayfinding for healthcare, higher education, civic and non-profit clients.

NATIONAL PARK SERVICE // Harpers Ferry, WV

Design Co-op – June to September 2004, January to March 2005

www.nps.gov/hfc

Double internship at the Harpers Ferry Center for Media Services, focused on projects related to the core NPS brand identity. Created design intent drawings, sign location plans, vehicle wraps, and graphic elements for multiple National Parks and Monuments, including Yosemite, Haleakala, and Craters of the Moon. Implemented and expanded the NPS UniGuide graphic standards manual.

LIBBY PERSZYK KATHMAN [LPK] // Cincinnati, OH

Design Co-op – June to September 2003, January to March 2004

www.lpk.com

Double internship at branding agency, assigned to multiple product teams to develop packaging iterations, style guide spreads, and internal promotional pieces. Created digital and physical mood boards for products, color-corrected artwork and photographs, and constructed packaging + POP comps.

ZACH NORMAN

ztnorman@gmail.com

513-376-2869

zachnorman.com

871 South 1400 East
Salt Lake City, UT 84105

SKILLS

Adobe Illustrator, InDesign, Photoshop, Acrobat, CAD Tools, Microsoft Teams, Outlook, Word, Excel, Powerpoint, Keynote, SketchUp, Mural, Miro, Basecamp, Workamajig, File Sharing

EDUCATION

University of Cincinnati // Cincinnati, OH

September 2001 to June 2006

College of Design, Architecture, Art + Planning
BS in Design, *magna cum laude*

REFERENCES

Amy Lukas

Executive Director of Events &

Co-Founder at Infinite Scale

801-550-4156

alukas@infinitescale.com

Matt Caldwell

Executive Director at Tread Lightly!

864-363-1820

matt@treadlightly.org

Tyler Rice

Senior Graphic Designer at NELSON Worldwide

937-684-7387

ricete1@gmail.com