

JEFF ZEPEDA

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A creative leader and designer with a passion for building refined interactions to create pixel-perfect memorable and engaging experiences.

TANDEM THEORY

2014 – Present: Interactive Art Director

Fusing creativity, strategy, and data to build stellar products that connect and engage with audiences. Responsible for managing junior designers' to design a variety of creative solutions ranging from brand, products to digital and responsive experiences for a multitude of clients.

Tasked regularly to develop high-level or detailed wireframes, mockups, and prototypes to effectively communicate interaction and design ideas. Ensure that the design vision is executed correctly from concept to development. Lead and collaborated in the rebranding initiative that includes the company logo, collateral materials, company website, photography, and email/social campaigns for Tandem Theory.

FREELANCE

2012 – Present: Interactive Art Director & Designer

I have collaborated with clients to create the vision, brand strategy, conceive designs, and consistently meet deadlines and requirements. Managed meetings, presented creative, and multiple projects from concept through completion. Avidly engaged client members through the creation process. Worked on branding new and existing companies as well as establishing the brand strategy, product design, and marketing executions through the experience of creative, strategic thinking.

PURERED

2012 – 2014: Junior Interactive Director

Lead and collaborated in the launch of the Michaels.com brand from an online catalog to a responsive e-commerce presence. Strategically executed many aspects of the brand across different digital platforms. Managing multiple projects that involved polished my skillsets in ideation, user experience, design, and creative problem-solving. Created campaigns that tell consistent storytelling throughout the customer journey, which include: billboards, social, email, landing pages, paid media, and mobile app.

Education

ART INSTITUTE OF DALLAS

2007–2010: Bachelors of Fine Arts

- Best Portfolio Graduate Award
- Honors List

FURTHER EDUCATION

- Jon Contino Workshop (NY)
- Hoodzpah Design Workshop (TX)
- Awwwards Conference (NY)
- Dribbble Hang-time Conf. (NY)
- Circles Conference (TX)
- How Design Live (SF)
- Big Design Conference (TX)
- Dallas Startup Week (TX)

Expertise

- Art Direction
- Brand Identity
- Creative Strategy
- Creative Management
- User Experience
- Visual Design
- Prototyping
- User Interface Design
- Product Design
- Accessibility
- Iconography
- Creative Guidelines
- Digital Marketing
- Knowledge of HTML & CSS
- Photography