

CHARLIE ZIMKUS

PRINT & WEB DESIGNER // ILLUSTRATOR // ART DIRECTOR

“Charlie understands that good work and planning go hand-in-hand, and he always takes the time to discuss assignments with the editors and makes sure that all the pieces fit. One of his greatest strengths is his ability to collaborate with his colleagues and bring out the best in everyone around him. He is one of the most respected and well-liked individuals you could ever find — a great colleague and a positive influence on all of his coworkers.”

— SCOTT MINISTER, FORMER ART DIRECTOR, *THE COLUMBUS DISPATCH*

EXPERIENCE

Nationwide Insurance, Web Visual Design Specialist (2016 – present)

- Design web pages, visual emails, social cards and online infographics for all business lines
- Collaborate with managers, writers and other designers to conceptualize and execute tactics for marketing campaigns
- Work in concert with developers to maintain design consistency and quality from mockups to build
- Advocate and adhere to Nationwide brand guidelines

The Columbus Dispatch, Staff Artist (2001 – 2016)

DAILY RESPONSIBILITIES

- Designed covers and inside pages for news, features and special sections
- Mentored younger artists by brainstorming illustration ideas and offering advice on page designs
- Created humorous and serious illustrations using traditional and digital media
- Generated maps, charts and other infographics
- Created visual assets for Dispatch websites, including blog headers and logos

SPECIAL PROJECTS

Dispatch.com redesign (2011 – 12)

- As lead designer, worked with project managers and developers to prioritize project requirements
- Generated deliverables, including wireframes, mockups, site flowcharts and a design style guide
- Led small- and large-group discussions of redesign

Weekend news covers (2011 – 16)

- Collaborated with top editors to design Sunday’s front page
- Worked with picture editors, reporters and graphic artists to organize elements for packages

Capital University, Adjunct Instructor (Spring 2008, Spring 2010)

Taught Introduction to Design classes to Journalism and P.R. undergraduate students

EDUCATION

Ohio University in Athens, Ohio

Master's of Arts degree in photography/multimedia, 4.0 GPA

- Taught three infographics classes to graduate and undergraduate students

SOUL OF ATHENS PROJECT

- As a senior producer, led efforts of more than 75 graduate and undergraduate students in the production of a year-long multimedia project telling the stories of Athens, Ohio
- Led designers and developers through the design process of discovery, research, brainstorming, design exploration and execution
- Served as producer for several interactive infographics, audio slide shows and videos

Miami University in Oxford, Ohio

Bachelor's degrees in both English-journalism and art, 3.94 GPA

AREAS OF STRENGTH

- Highly skilled in print design, web design, UX design, art direction, infographics, logo design, illustration and Adobe Creative Suite
- Skilled in design management, information architecture, web development, AP style, photo color-correction, book design, invitation design, business-card design, HTML and CSS
- Familiar with Agile project management, Flash, Final Cut Pro, Motion, Dreamweaver, Pro Tools, and WordPress

AWARDS & ACCOMPLISHMENTS

- 2016 Best Graphic Artist (Ohio Associated Press Media Editors)
- 2015 and 2014 Best Graphic Designer in Ohio (Ohio Society of Professional Journalists)
- 2008 Ohio University Knight Fellowship (free tuition and \$25,000 stipend to earn master's degree)
- Society for News Design awards for infographics, feature-page design and special section cover
- Ohio Associated Press Media Editors awards for page design and illustration
- Numerous *Columbus Dispatch* staff awards for Graphic Artist of the Year
- Self-published, edited, illustrated and designed a book of editorial cartoons and a book on the history of Lebanon, Ohio

View my online portfolio at www.CharlieZimkus.com