



ZACH PAROLA

zachparola.com
zparola@gmail.com
559.916.4319

EXPERIENCE

Interactive Art Director – Apple – 2020-Present

Creative team lead overseeing digital projects across web and native application touchpoints. Manage design teams of 2-4 designers. Representative of creative deliverables with cross-functional partners.

Interactive Designer – Apple – 2017-2020

Design and production of interactive experiences ranging from site layouts, direct mail/email and native application product design. Prototyped designs for executive reviews.

Senior Interactive Designer – TEK Systems @ Apple – 2017

Contract designer for Apple Inc.. Design site layouts, direct mail/email and app experiences & interfaces. Work with cross-functional partners to oversee projects from concept to completion.

Interactive Designer – Level Studios – 2015-2017

On-site designer for main client, Apple Inc.. Design site layouts, app experiences & UI elements; create hardware lockups. Work with cross-functional partners to deliver pixel-perfect pages and assets.

Visual Designer – Pottery Barn / Williams Sonoma Inc. – 2012-2015

Design site pages, mass email marketing & targeted display ads. Collaborate with cross-functional partners to drive top line sales, hitting some of the highest months in the history of the company. Oversaw temporary design assistant.

Project Coordinator & Visual Designer – Apricot Lane Boutiques – 2011-2012

Marketing department franchisee contact. Organize and distribute incoming projects. Design and production of promotional posters, advertisements & email marketing.

DIGITAL FLUENCY

Graphic & Interactive Software: Sketch, Principle, InVision, Figma, Photoshop, Illustrator, After Effects, KeyShot

Other: HTML, CSS, Social Media, varying degrees of knowledge in Cinema4D, Blender, Reason, Final Cut Pro, Logic Pro & Ableton Live

EDUCATION

University of California Davis, BA in Design: Visual Communications;
American Studies Minor

Art Center College of Design, Pasadena, CA (summers)

Courses in web design, photography, typography, advertising & creative thinking

OTHER

Excellent collaboration, communication, presentation & interpersonal skills

Frequently attend Art Museums & Galleries. Enjoy Films (feature & documentary), Drama, Dance & Music Performances

Managed long-time, successful recreational soccer team