

ZACHARY BERGERON
DESIGN & ART DIRECTION

PORTFOLIO →

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321.514.6462

EDUCATION

CARNEGIE MELLON UNIVERSITY
PITTSBURGH, PA

BFA in Communication Design 2015
Concentration in Psychology

EXHIBITION AND HONORS

AIQA Pittsburgh: PGH365 2013, 2014
Motyf: International Students' Moving Type Festival 2013
School of Design Merit Award 2013
Andrew Carnegie Society Scholar 2014
Lee Goldman Award for Design Excellence 2014

SKILLS AND TOOLS

Visual design
Art direction
Brand identity
Photo shoots
Packaging
Illustration
Systems and style guides
Concept presentation
Print production
Copywriting
Storyboarding and wireframing
User experience design
Market and user research
HTML and CSS
Adobe Creative Suite
Sketch
Figma
Asana

AMAZON—FRESH

SENIOR ART DIRECTOR

MAY 2022 - MARCH 2023, SEATTLE, WA

Owned specific Amazon Fresh events and strategic programs in physical grocery stores and digital channels. Art directed photo shoots, built and presented style guides, and guided external agency partners on execution. Developed campaign systems between Fresh and Prime Video as single-threaded design lead on the partnership. Launched pilot for updated value positioning system in stores, presenting concepts to the VP level for alignment, with timely delivery of more than 50 new and revised templates.

AMAZON—SPECIALTY RETAIL STORES

SENIOR VISUAL DESIGNER

SEP 2020 - MAY 2022, SEATTLE, WA

At Amazon's brick and mortar stores, Amazon Books and Amazon 4-star, art directed omnichannel campaign concepts for seasonal and community events, including Mother's Day, Father's Day, LGBTQIA+ Pride, Holiday, New Years, and more. Designed storefront window displays, in-store signage, and digital marketing assets to drive traffic and delight customers on their shopping journey.

Worked with Marketing and Customer Insights teams to use qualitative and quantitative brand positioning research to develop updated brand guidelines for Amazon Books.

AMAZON—PAYMENT PRODUCTS

SENIOR VISUAL DESIGNER

MAY 2015 - SEP 2020, SEATTLE, WA

Managed the Amazon Rewards Visa Card brand and the launch of its Prime-differentiated tier. Led the design of physical card art, using interview and survey methods to test perception. Documented card art standards for Amazon credit cards and scalable landing page templates resulting in team efficiencies. Art directed a photoshoot for the cards to be used for seasonal and evergreen campaigns.

Collaborated with marketing and design teams to execute one of the first co-branding systems between Amazon and Whole Foods Market, enabling in-store and digital advertising for the benefit launch of the Amazon Rewards Visa Cards and five subsequent campaigns.

Consulted agency partners on market and customer research in brand positioning efforts, resulting in visual and copywriting style guides.

Developed integrations with the sub-brands Prime, Alexa, and Fresh.

LANDOR ASSOCIATES

DESIGN INTERN

MAY 2013 - AUG 2013, CHICAGO, IL

Developed packaging for the household brands Oscar Mayer, DiGiorno, Planters, and Pernod Ricard Winemakers. Created logos and identity systems for new-to-market brands. Observed existing visual systems, popular trends and brand architecture within the markets of these products, forming research to be used in the design of their brand strategy. Participated in group critique and iterated on specific conceptual directions that would be presented to clients and focus groups.