



zed yasay

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zedyasay.com

Los Angeles, CA

education

Fashion Institute of Technology

BFA in Packaging Design | May 2011

AAS in Communication Design | May 2009

Gloucester County College

AAS in CGA: Interactive Media | May 2008

technical skills

Figma, Photoshop, Illustrator, InDesign,
Sketch, After Effects, Lightroom,
Acrobat, Bridge, iMovie, PowerPoint

core competencies

Graphic Design

Communication Design

Art Direction

interests

Pottery

Photography

Traveling

Interior Design

hello

Zed is an inclusive designer highly regarded for 10+ years of progressive experience crafting compelling visual designs with 6 years of dedicated experience in Consumer Packaged Goods. Recognized for extensive knowledge in packaging design, branding, brand marketing, campaign work, and advertising. A strong communicator and presenter who works well with diverse personalities and people at all levels of an organization.

experience

Freelance Designer & Consultant | September 2019–Present

Los Angeles, CA

Designer and consultant for The Wall Street Journal, Skillshare, MLTI NYC, OYO Hotels, SolveNYC, Modern Fertility, and Fuku by David Chang.

Current clients include:

- **Ro / Modern Fertility** | Leading packaging design for retail & CRM
- **Teachers Pay Teachers** | Designer on Easel product working on marketing and landing pages for new go-to-market campaigns.
- **Skillshare** | Art Director & production design on campaigns.

Uber Art Director | November 2016–August 2019

New York, NY

Art Director on several global campaigns: Uber Black Relaunch, Uber Black & Martha Stewart, IPO Campaign, and Pride 2018. Developed campaign concepts for brands across multiple mediums including online video, print, and social.

PepsiCo Design Manager | April 2015–November 2016

New York, NY

Key designer on several large scale North American and global programs: 2016 #SayItWithPepsi, 2015 Pepsi Challenge, 7 Up Vintage Program, 2015–16 Super Bowl (Hyped for Halftime), Mountain Dew Game Fuel, 1893 From the Makers of Pepsi-Cola, and Mountain Dew Kickstart.

PepsiCo Assistant Art Director | May 2011–April 2015

Purchase, NY

On the Global Beverages Group, I assisted with several new product development initiatives. I also acted as creative support on developing visual identities and systems for global brands; Pepsi, 7UP, and Mountain Dew.