





# ZAC CRAWFORD

ILLUSTRATOR | CHARACTER DESIGNER

zacheartist.com 

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## SKILLS

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- Illustration
- Character design
- Visual storytelling
- Concept art
- Sequential storytelling
- Graphic design
- Logo development
- Animation
- Spanish, *Proficient*
- Japanese, *Conversational*

## PROGRAMS

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- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- Adobe Premiere
- Procreate App
- PaintTool SAI
- Clip Studio Paint

## EDUCATION

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### CG Master Academy

Character Design Mentorship  
Carlos Grangel, Nov - Dec 2020

Character Design Mentorship  
Sang Jun Lee, July - Aug 2020

### Parsons School of Design

BFA Illustration, 2018

### LaGuardia High School of Art

Visual Arts major, 2014

## EXPERIENCE

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### Character Design

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#### *Nowhere*, AZ HBO TV Pitch

Jalopy Film, New York, NY | Aug 2020 - Present

#### *Hound City* Cartoon Network TV Pitch

Cartoon Network, Los Angeles, CA | June 2018 - Sept 2018

### Branding & Illustration

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*It Must Be Baccarat* Holiday 2020 Windows | Baccarat, New York, NY | Aug 2020 - Sept 2020

- Designed concept and style for the Baccarat 2020 national holiday window campaign

*Gustavo Dudamel* Foundation | New York, NY | Aug 2020

- Developed Illustrations for educational article; created storyboards for educational video

*Milk Crate Coffee Shop* | Brooklyn, NY | June 2019 - Present

- Creation of seasonal custom branded packaging and window displays

*3AYEZ App* | Cairo, Egypt | June 2018 - March 2019

- Worked on-site developing all aspects of brand identity, direction and look & feel
- Created mascot characters, in-app graphics, promotional content, and marketing materials

### Event Portrait Art

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#### *Google Maps 15th Anniversary Pop-Up*

Madison Square Park, NY | Deeplocal, New York, NY | Feb 2020

#### *Ines Di Santo x Baccarat Bridal Show*

Baccarat Madison Avenue Flagship Store, NY | Baccarat, New York, NY | Oct 2019

#### *IntoApp NYFW 2019 Lounge Party*

Norwood Club, NY | IntoApp, New York, NY | Sept 2019

### Book Illustrations

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#### *Los Altos Resort Coloring Book*

Manuel Antonio, Costa Rica (*worked on-site*) | April 2019

#### *Rewriting Stella* by Dan Tuttle

San Francisco, CA | Dec 2018

### Portrait Artist & Illustrator

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#### *Entrepreneur at Washington Square Park*

New York, NY | May 2018 - March 2020

- Created a high volume of commission artwork for hundreds of clients seasonally
- Developed strong social and communication skills and the ability to work with quick turnaround