ZAK YOUNG

CREATIVE DIRECTOR | DESIGNER | BRAND STRATEGIST

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Creative director and studio founder with 20+ years of graphic design, website development, and branding experience. Known for collaborating with clients to craft creative, memorable solutions to complex design challenges.

WORK EXPERIENCE

FOUNDER & CREATIVE DIRECTOR

OfficeThug, LLC | NYC & Richmond, VA | 2004 - Present

SUMMARY

As founder and creative director, I oversee projects from concept through launch, focusing on brand strategy, design systems, and user experience. I translate complex challenges into solutions that are both visually compelling and strategically effective, weaving storytelling across websites, campaigns, and digital platforms. I collaborate with product, marketing, and content partners to align brand vision and execution while leading creative teams. I also manage the full digital ecosystem, including hosting, SEO, content, and social media, to ensure long-term growth and performance. I am proud to work with a diverse range of clients including luxury craft brands, media organizations, nonprofits, and artists.

SELECT CLIENTS

Atelier Viollet Partnered with Milton Glaser's studio to design and develop a refined website and digital presence for the Paris-born, New York–based furniture designer and artisan. Developed a cohesive online experience that unified brand storytelling, craftsmanship, and user engagement, and continue to guide the site's creative evolution to ensure lasting brand integrity.
www.atelierviollet.com

Consuelo Mack Wealthtrack (PBS) Spearheaded the design and launch of the original website for the PBS series WEALTHTRACK with Consuelo Mack. Collaborated with the creative and production teams to build and sustain the series' digital presence, defining and reinforcing the brand while guiding design, content, and marketing integrations to ensure a unified voice across all channels.
www.wealthtrack.com

Neighbors 4 Change Spearheaded the end-to-end brand and digital launch for a grassroots advocacy organization, shaping its mission, visual identity, and communication strategy from the ground up. Unified creative, technical, and marketing efforts to build a cohesive brand ecosystem across web, email, and social platforms. Continue to improve site performance, grow social engagement, and expand newsletter reach.
www.neighbors4change.com

SKILLS

DESIGN & CREATIVE TOOLS
Adobe Creative Cloud
(Photoshop, Illustrator, InDesign, Lightroom, XD)

WEB & DEVELOPMENT
WordPress Ecosystem (theme customization, plugins, SEO optimization, performance enhancements, security, maintenance, etc.)

COLLABORATION & WORKFLOW TOOLS
Figma, Slack, Trello, Asana, Google Workspace, Zoom

FRONT-END DEVELOPMENT
HTML, CSS, JavaScript, PHP

MARKETING & ANALYTICS
Mailchimp (campaign strategy, design, automation), Google Analytics, Meta Ads Manager, HubSpot, SEO tools

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WORK EXPERIENCE CONTINUED

DESIGNER

ABCNews.com | NYC | 2000 - 2004

· Designed and animated interactive multimedia experiences that integrated video, audio, maps, and dynamic graphics to enhance audience engagement and storytelling across digital platforms.

· Produced on-air graphics for ABC News Television and ABC News Now, ensuring consistent visual branding and a seamless flow of information for a national audience.

· Translated complex editorial content into clear, compelling digital narratives by collaborating with cross-functional teams and applying a strategic, user-centric approach to design.

PRODUCTION ARTIST

The Topps Company | NYC | 1998 - 2000

· Produced high-profile trading cards and visual assets for major brands, including NBA, MLB, and Pokémon, focusing on creative consistency and audience-centric design.

· Streamlined production workflows by collaborating with internal teams to align creative goals with technical and manufacturing constraints.

· Executed brand storytelling by applying a meticulous attention to detail and cohesive visual systems across all projects.

EDUCATION

BACHELOR'S DEGREE PSYCHOLOGY
Randolph-Macon College
Ashland, Virginia

GRAPHIC DESIGN & PORTFOLIO COURSE
School of Visual Arts
New York, NY