

## **ZACH MCNAIR**

Austin, Texas, United States

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## **SUMMARY**

Multidisciplinary designer and creative director with over 27 years of experience turning ideas into brands, products, and communities people believe in. Founder and Executive Creative Director of All Manner Of Us, leading design systems, campaigns, and product launches for organizations such as Indeed, Wistia, and HCA Healthcare. Recent work focuses on building at the intersection of AI, Web3, and user/agent experience, contributing to projects like THINK Protocol, Independent AI Institute, and AI Layer Labs. Known for human-centered design, strategic systems thinking, and an ability to blend creativity, technology, and clarity to create work that connects and lasts.

## **SKILLS**

AI, Art Direction, Brand Strategy, Brand Guidelines, Campaigns, Creative Direction, Curation, Design Consulting, Design Systems, Environments, GTM Strategy, Identity Design, Installations, Naming, NFTs and Tokens, Original Artwork, Print and Packaging, Product Design, Signage and Wayfinding, Software Design and Development, User Experience, Web3 and Blockchain, Website Design and Development

## **EXPERIENCE**

### **AI LAYER LABS**

Product Designer | March 2024 to Present

- Designed, built, and launched ThinkOS, a local independent agentic browser.
- Launched the Independent AI Institute with over 80 companies partnering to make independent ai the global standard.
- Co-designed, built, and launched THINK, the open protocol for AI agents you can own, evolve, and personalize enabled by the \$THINK Token claim and stake process and NFI agent mint.
- Led user experience for Wire Network node hub and blockchain explorer, 6079 AI's iOS/Android/Web Nodeshifter game launch, and Thinkubator, the business incubator for the THINK platform.

### **ALL MANNER OF US (AMOU)**

Founder and Executive Creative Director | January 2017 to Present

- Created brand systems and directed marketing campaigns for Indeed Hire, Wistia's Talking Too Loud, and HCA Healthcare Houston.
- Produced PLAY DEAD album packaging, campaign, and tour visuals for Grammy-nominated band MUTEMATH.

- Developed Kickstarter strategies for over five creators and founders exceeding \$630,000 in funding.

## **CREATIVE MARKET**

Art Director and Product Designer | March 2015 to May 2016

- Improved user signup conversion by 17 percent through UX optimization.
- Directed Community Matters campaign, building marketplace creator visibility.
- Developed film content systems scaling film content to over 500,000 views.

## **INDEED.COM**

Art Director and Senior Marketing Designer | September 2019 to May 2020

- Directed brand and design campaigns for Indeed Hire, including B2B video ads and printed collateral.
- Co-authored Balancing the Art and Science of Recruiting eBook.

## **WISTIA**

Senior Marketing Designer | May 2020 to September 2020

- Created brand identity and design system for Wistia's first podcast Talking Too Loud.
- Developed visual systems for paid media, internal brand, and content teams.

## **EDUCATION**

Self-Taught Designer and Creative Technologist. Active learner in human-computer interaction, decentralized systems, and AI-driven design practices.

## **PHILOSOPHY**

Design should bridge imagination and impact and be rooted in truth.