



ZACHARY
FRAEDRICH

Video and Motion Graphics designer with a background in branding, advertising, and passion for web design.

EDUCATION

Arizona State University, Tempe AZ
Bachelor of Science (BS) Graphic Information Technology

Arizona State University, Tempe AZ
Bachelor of Arts (BA) English Literature

Estrella Mountain Community College, Avondale AZ
Associates of Arts (AA) Creative Writing

EXPERIENCE

Designer - Arson Aesthetic

- Designed custom illustrations, motion graphics, and branding assets for small businesses and personal clients, improving client brand visibility and engagement.
- Created over eighty original clothing graphics and designs for print-on-demand and independent sales, resulting in enhanced audience reach and repeat customers.
- Managed client communication, timelines, and project scope from concept through delivery, ensuring satisfaction and on-time delivery of various traditional mediums.

Writing Intern - ASU Origins Project

- Researched and drafted written content for university events, publications, and promotional materials.
- Collaborated with project coordinators to edit and refine content, contributing to clear, engaging communications for diverse audiences across multiple disciplines.
- Assisted in managing and updating the project's WiX website, improving usability and accessibility for event attendees and online visitors.

Cannon Crewmember - US Army

- Trained and led teams in high-pressure environments, ensuring mission success and operational readiness.
- Operated and maintained artillery systems, achieving accuracy and safety during live-fire missions.
- Mentored and supervised junior soldiers, improving unit cohesion and performance.

SKILLS

Adobe Creative Cloud (Illustrator, InDesign, After Effects, Premiere Pro), Figma, prototyping, storyboarding, print design, product design, videography, usability testing, accessibility standards (WCAG), art and creative direction, front end coding languages (CSS, HTML, Javascript)

AWARDS

Canon UIP Winners - Canon Henry Knox Award - US Army