

ZACHARY CHARTERS

SENIOR ART DIRECTOR @ DEUTSCH

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EXPERIENCE

Senior Art Director

Deutsch, Los Angeles

May 2024 - Present

Accounts: Dr Pepper | Pizza Hut | Nerdwallet | Canada Dry | Petsmart

Concepted and executed on integrated global advertising campaigns across broadcast television, social, print and digital and on-site activations. Managed projects with junior creatives.

Creative Lead, Art Direction

Picsart, San Francisco

Nov 2021 - May 2024

Integrated global campaigns | Brand Partnerships

Concepted and executed on integrated global marketing campaigns. Developed brand guidelines and oversaw the implementation across the company.

Senior Art Director

ARGONAUT, San Francisco

April 2021 - Nov 2021

Accounts: Cricket Wireless | Quilted Northern | Nerdwallet | Fitbit

Concepted and executed on multiple integrated advertising campaigns. Managed projects and oversaw junior creative teams on projects as well as presented campaigns to the client.

Art Director

ARGONAUT, San Francisco

Sept 2020 - April 2021

Accounts: Cricket Wireless | Nerdwallet | Fitbit

Worked with a copywriter to concept and execute on multiple integrated advertising campaigns including social, digital, and print. Designed an integrated AR experience for Cricket Wireless.

Senior Designer

ARGONAUT, San Francisco

Oct 2019 - Sept 2020

Accounts: Cricket Wireless | RightRice | Nerdwallet | Fitbit

Worked and helped create an in-house design agency within ARGONAUT called Atelier. Lead design projects including RightRice and NerdWallet as well as provided visual design assistance to creative teams for pitches.

Designer

ARGONAUT, San Francisco

Oct 2018 - Oct 2019

Accounts: Cricket Wireless | RightRice | Nerdwallet

Designed and executed on the visual direction for multiple integrated advertising campaigns. Managed projects and oversaw junior creative teams on projects.

EDUCATION

Bachelors in Fine Arts

Academy of Art University

2011 - 2014

Studied Advertising with an emphasis in Art Direction at the San Francisco, CA campus of The Academy of Art University. Received an award for "Best Branded Content" for a student project done for Pabst Blue Ribbon.

EXPERTISE

Adobe Illustrator

Adobe Photoshop

Adobe Premiere

AI Image Generation

AI Video Creation

Digital/Social Content

Experiential

Copywriting

Nic Cage Trivia