



# Trey VanZandt

## DESIGNER

Multidisciplinary designer with 10+ years of experience shaping brand, digital, and interactive systems. Own the full creative lifecycle—from strategy and design through production and implementation—for corporate, nonprofit, and entertainment clients.

## Professional Experience

### PORTFOLIO

[www.treyvanzandt.com](http://www.treyvanzandt.com)

### CONTACT

(903) 814-6754

Trey.vz@yahoo.com

### EDUCATION

John H. Guyer High

LaGrone Academy

► 2 Years Graphic Design Courses

### COMPETENCIES

Photoshop

InDesign

Canva

After Effects

Unity

HTML / CSS

Illustrator

Figma

Premiere Pro

Dreamweaver

C#, Java, OOP

Wix / Squarespace

#### PRESENT | LEAD DESIGNER

2020 | [Greater Life Church / IMAP International](#)

- Led brand strategy and multi-channel communications for an international 501(c)(3) nonprofit.
- Developed integrated brand identities and digital platforms that reinforced organizational positioning across marketing channels.
- Produced bilingual multimedia content across social and interactive platforms to expand engagement.

#### 2020 | GRAPHIC & UI DESIGNER

2018 | [Archelyte Entertainment Studios, LLC](#)

- Directed visual asset creation, including 2D/3D elements, HUD
- Owned UI/UX lifecycle from prototyping through final implementation.
- Partnered with development to integrate and refine assets within the Unity production pipeline.

#### 2018 | GRAPHIC & WEB DESIGNER

2014 | [Xcare, Inc.](#)

- Directed brand execution, website design, and digital marketing efforts
- Developed packaging systems and promotional print materials aligned with retail, medical regulatory, and brand guidelines.
- Oversaw ongoing optimization of responsive websites and landing pages to improve performance and usability.

#### PRESENT | FREELANCE DESIGNER

2010 | [Branding · Social Media · Print · Video · Web](#)

- Delivered brand identities, packaging, and visual systems for diverse client needs.
- Led client communication and project execution from concept through production.