



Zak Kropidowski

Passionately elevating brands through identity design, UI, and content creation.

Experience

Founder of Bloomed Co

June 2020 to Present - Buffalo, NY

Launched an eCommerce business using WooCommerce. Responsible for identity design, social media / email marketing, UI and photography.

www.bloomedco.com

Graphic Design Intern at SB Marketing LLC

Jan to May 2020 - Buffalo, NY

Managed multiple ongoing client projects, designed social media campaigns & evaluated their performance. Increased client post engagement by 20%. Met with clients to build brand identities & edit videos.

Graphic Design Intern at Prior

March 2020 - New York, NY

Worked alongside the art director. Sourced images, independently researched & designed web content that maintained their brand standards.

*Ended early due to the COVID-19 pandemic

Banquet Design Supervisor at Pearl Street

Aug 2018 to Mar 2020 - Buffalo, NY

Managed a team of ten between four separate event venues downtown. Designed floorplans, centerpieces, backdrops & food displays. Collaborated with florists, clients, and vendors.

Programs

Photoshop	After Effects	Invision
Illustrator	HTML / CSS	Figma
InDesign	Blender	Microsoft Office
Premiere Pro	WordPress	Adobe XD

Education

SUNY Buffalo State

BFA Graphic Design
2016 - Spring 2020

Exhibitions

Solo Exhibition

Silo City: Fictional Branding 2019
The Muse Loft - East Aurora, NY

Annual Design Foundations

2 Works Selected 2018
Czurles-Nelson Gallery - Buffalo, NY

Annual Design Foundations

6 Works Selected 2017
Czurles-Nelson Gallery - Buffalo, NY

Hyatt's Award for Excellence

Czurles-Nelson Gallery - Buffalo, NY

SVCA Exhibit

Work Selected 2016
UB Anderson Gallery - Buffalo, NY

Skills

Communication	Attention to Detail
Time Management	Collaborative
Problem Solving	Optimistic
Resourceful	Strategic