

THOOM ZECH

Brand & Packaging Design Leader

Austin, TX
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Portfolio: **ThoomZech.com**
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Strategic brand and design leader with experience driving cohesive visual systems across packaging, eCommerce, trade show, and digital marketing channels. Leads end-to-end creative execution for a consumer product portfolio spanning 40+ SKUs, with a focus on strengthening brand consistency, enhancing retail visibility, and supporting conversion-focused marketing initiatives. Recognized for developing scalable omnichannel assets and high-performing campaign creative across digital and physical touchpoints.

CORE CAPABILITIES

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|------------------------|------------------------|-----------------------------------|--------------------------|
| Brand Identity Systems | Packaging & Production | eCommerce and Marketplace Content | Email and Social Content |
| Trade Show Design | WordPress & Web Design | Creative Direction | AI Workflows |

Tools: Adobe Illustrator • Photoshop • InDesign • Constant Contact • WizStudio • Rebrandly • WordPress • Office 365 • iMovie

PROFESSIONAL EXPERIENCE

Fortune Products, Inc. / AccuSharp Int'l | Austin, TX

Graphics & Marketing Lead (Sole In-House Creative)

- Lead all brand and creative execution across packaging, digital, print, and events for 40+ SKUs—owning visual identity end-to-end as a one-person creative department.
- Create and optimize eCommerce content, improving product visibility, search ranking, and conversion.
- Leverage AI-powered tools to enhance product imagery and develop high-impact sales pitch decks, improving visual storytelling, accelerating production timelines, and elevating brand presentation across eCommerce and retail channels.
- Design packaging systems that communicate product value and maintain brand consistency across retail channels.
- Design and execute trade show environments, managing all creative from concept through installation.
- Develop and deploy email marketing campaigns with above-benchmark open and engagement rates.
- Oversee and improve WordPress website UX, content, and overall brand alignment.
- Partner with sales teams and external vendors to ensure consistent brand execution across all touchpoints.

Freelance Graphics & Marketing Designer | Austin, TX

Independent Creative Consultant

- Delivered visual guidelines, print collateral, and digital campaigns for clients across diverse industries.
- Designed brand-aligned collateral and digital assets to strengthen identity and drive audience engagement.

Custom Creation | Austin, TX

Marketing Coordinator & Graphic Designer

- Designed and managed a weekly email marketing campaign featuring local Austin content — growing an engaged subscriber base and driving consistent brand awareness above industry engagement benchmarks.
- Created static ads, animated GIFs, and digital assets to support email, social, and web channels, extending the brand's visual reach across platforms.
- Planned and executed marketing programs for trade shows, museums, and corporate environments — managing creative production from brief through delivery.
- Maintained company website, social media accounts, and CRM to ensure current, on-brand communication across all channels.

Earlier: Founder & Lead Designer — Media Wizards, Austin, TX. Full-service studio serving UT Austin, Austin Radiological Association, and McDonald's/Haljohn Advertising.

EDUCATION

A.A.S. — Mass Communications: Visual Arts, Parkland College, Champaign, IL