

ZOE WINTON

Multidisciplinary designer transforming communities through immersive storytelling
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EDUCATION

BACHELOR OF ART + DESIGN | North Carolina State University
2014 – 2018

Concentration: Interactive Media
Summa Cum Laude, Dean's List, Honors College, Prague Institute

EXPERIENCE

FREELANCE DESIGNER

2016 – Present

LEAD GRAPHIC DESIGNER | Narrative 4

March 2023 – Jan 2025

- Managed and adapted brand guidelines to design all organizational materials and templates for international nonprofit, supporting partnerships across 35 countries and over 500 school partners.
- Designed compelling assets for unique marketing campaigns across multiple channels including social media, digital advertising, email, and organization website.
- Collaborated with IT team to build and launch the Jackie Bezos Global Learning Lab — a worldwide digital platform hosting over 150 free workshops and trainings that saw participation from over 1000 educators.
- Coordinated with local museums and institutions on interactive storytelling exhibits, designing signage and site layout.
- Led creative direction and designed all materials for 800+ person gala:
 - Brainstormed and presented design concepts to senior leadership
 - Designed wayfinding signage and environmental graphics supporting audience participation in interactive stations
 - Coordinated with vendors to ensure brand integrity, quality control, and deadlines were met
 - Collaborated with teams for prompt installation and breakdown process

GRAPHIC DESIGNER | ThinkWell

July 2021 – Oct. 2022

- Collaborated with subject-matter experts to transform complex datasets into creative and accessible visual narratives.
- Designed print and digital materials (reports, slide decks, posters, invitations, etc.) for increased organizational awareness.
- Supported website growth through designed project pages and custom illustrations.

SENIOR CREATIVE ASSOCIATE | Women for Women International

May 2020 – June 2021

- Spearheaded launch of organization's first brand refresh in 30 years in coordination with annual #PowerToChange campaign.
- Expanded organization's visual storytelling and digital outreach across social media with motion graphics, video, and illustrations, resulting in Instagram follower growth of 20%.
- Designed creative assets for print and digital development campaigns engaging new and existing donors.
- Managed intern and provided guidance and feedback on designed products.

LIBRARY ASSISTANT | Wake County Public Libraries

Oct. 2018 – April 2020

- Illustrated and fabricated large, portable 3D window installation to increase patrons' awareness of library's services.
- Curated library's art gallery, coordinating with local artists and creating accessible labels and signage.
- Positively engaged and assisted patrons with complicated requests and questions.
- Maintained library space and created attractive displays.

PUBLIC ART ASSISTANT | Carrie Gault, Public Artist

May – June 2016, 2019

- Assisted in fabrication of large-scale mosaics, including the Freedom Walkway installation, by prepping and assembling materials.
- Studied CAD schematics and 3D renderings of proposed site layout and design.
- Strategized with artist and assisted on proper transportation of art pieces.

SKILLS + TOOLS

- Project Management, Art Direction, Branding, Typography, Illustration, Motion Graphics, Web/UX Design, Data Visualization, Spatial Planning, 3D Fabrication, User Research, Accessibility Design
- Adobe Creative Cloud, Microsoft Office, GIS, Tableau, SketchUp, Blender, Figma, WordPress, Project Management Software