



ZOË SCHARF

3715a Wyoming Street
St. Louis, MO 63116
zoescharf@gmail.com
(518) 526-3977

EDUCATION

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WASHINGTON UNIVERSITY IN ST. LOUIS

Sam Fox School of Design & Visual Arts, Bachelor of Fine Arts, 2011
Major: Communication Design, Minor: French, GPA: 3.5

EXPERIENCE

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ZOË SCHARF DESIGNS, LLC // ST. LOUIS, MO, FOUNDER, JANUARY 2013 – PRESENT

Freelance graphic design, working for a variety of projects and mediums including web, branding, infographics, and print collateral. Clients range from pop-up restaurants and greeting cards to larger companies like Bonfyre App and IBM. ↗ zoescharf.com

PRESENTATIONS

FEBRUARY 2012 //

AIGA Student
Leadership
Conference

MARCH 2012 //

GOOD Ideas for
Cities St. Louis

APRIL 2012 //

Rust Belt to Artist
Belt Conference // 2012

SEPTEMBER 2012 //

Saint Louis
Design Week

BRAIN DRAIN // ST. LOUIS, MO, COFOUNDER, JANUARY 2012 – PRESENT

Original cofounder and contributor to group of young creatives forming a civic-minded collective. Spearhead a variety of projects, the largest being CityPulse, a physical wayfinding system and real-time activity map of the city of St. Louis. Selected as the winning team at GOOD Ideas for Cities. Additionally, organize Sloup, a monthly event that awards funding to community artists. ↗ braindrain.co, citypulsestl.org, stlsloup.com

XPLANE, DACHIS GROUP // ST. LOUIS, MO, DESIGNER, FEBRUARY 2011 – JANUARY 2013

Worked with team of visual thinkers to create compelling and understandable explanations delivering breakthrough results for Fortune 500 companies. Worked directly with clients around the world to provide a set of comprehensive business solutions that combined research, collaborative consulting, design, and visual communication. ↗ xplane.com

OPEN DESIGN STUDIO // NEW YORK, NY, DESIGN INTERN, JUNE – AUGUST 2010

Collaborated with and assisted designers at Open, award-winning independent design studio, to realize various design solutions. Contributed research, brainstorming and production to create materials from brand identity and packaging to promotional items. Organized contact with clients, collaborators, printers and suppliers. ↗ notclosed.com

RECOGNITION

ALIVE Magazine's
2013 Buzz List

St. Louis Curator

GOOD Magazine

St. Louis Beacon

St. Louis Egotist

Venice Biennale

WENNER MEDIA LLC // NEW YORK, NY, PUBLIC RELATIONS INTERN, MAY – AUGUST 2010

Managed and organized media coverage for *Rolling Stone*, *Us Weekly* and *Men's Journal* magazines. Built and oversaw archive of publicity highlights and critical mentions. Assisted television crews and celebrity visitors. Featured in television segments. ↗ rollingstone.com

PAPER BOAT STUDIOS // ST. LOUIS, MO, DESIGN INTERN, AUGUST 2010 – MAY 2011

Assisted in various fields of printmaking including letterpress printing and bookbinding. Illustrated and produced digital images. Designed an assortment of packaging solutions. Aided with client work and promotional trade show materials. ↗ paperboatstudios.com

ACTIVITIES

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ST. LOUIS PUBLIC RADIO YOUNG FRIENDS LEADERSHIP COUNCIL (LOCAL SYDICATE OF NPR) // MARKETING CHAIR, WINTER 2012 – PRESENT

AIGA MEMBER // FALL 2009 – PRESENT

KAPPA KAPPA GAMMA // PUBLIC RELATIONS, SPRING 2008 – SPRING 2009

SKILLS

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Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator)
Proficient in Microsoft Office (Word, PowerPoint, Excel)
Letterpress printing and various bookbinding techniques
Fluent in French