TAYLOR ZLAB

thezlabstudio@gmail.com
LinkedIn

MULTIDISCIPLINARY ARTIST | DESIGNER | CREATIVE ENTREPRENEUR

EDUCATION

Maryland Institute College of Art
Master of Professional Studies, User Experience Design [4.0/4.0] May 2025
Virginia Commonwealth University
Bachelor of Fine Arts, Graphic Design [3.5/4.0] May 2021

CREATIVE PRACTICE & ENTREPRENEURSHIP

Denver Turns Thirty, Graphite Drawing Series Aug 2026–Present
• Develop a graphite series examining womanhood in the 2020s through technology, pop culture, and visibility
• Use audience research to test how individual experiences become collectively recognizable through art
• Investigate how time changes meaning and how visual/media forms communicate experience across audiences
• Complete a residency-stage collection by June 2027 toward a gallery-ready body of work by 2029
• Grow an engaged social audience and develop a print subscription tied to each completed artwork

Founder, (Z)Lab Studios | Northern Virginia Aug 2020–Present
• Operate a multidisciplinary studio spanning fine art, branding/marketing, and product design
• Lead client work from discovery through delivery, managing meetings, scope, schedules, and project budgets
• Coordinate stakeholders, vendors, production, and feedback while maintaining clear client communication
• Create proposals and estimates aligning creative scope, production needs, and client budgets

Creative Director, 2Paths Training | Vienna, VA Oct 2022–Present
• Established the brand, website, and creative systems for an emerging student-athlete training venture
• Designed campaigns, registration experiences, and content supporting audience growth and paid programming
• Grew Instagram from 120 to 845+ followers, with a top educational reel exceeding 160,000 views
• Developed training offers, referral systems, and communications connecting families with tailored services

PROFESSIONAL EXPERIENCE

Contract Designer, CreativeFuse | Remote Aug 2026–Present
• Develop brand systems and campaign assets for agency clients across industrial, health, and service sectors
• Translate strategy and feedback into scalable visual directions, presentations, and production-ready files

Project Manager & Designer, Capital Murals | Alexandria, VA Feb 2023–April 2026
• Coordinated artists, clients, and vendors across large-scale public and commercial mural installations
• Created visual materials and communication systems supporting multi-phase projects from concept to delivery
• Managed schedules, budgets, production details, and client communication from concept to installation
• Created proposals, renderings, and marketing assets supporting client approvals and business development

Digital Marketing Specialist, NOVA Parks | Fairfax Station, VA July 2025–Feb 2026
• Improved digital content and navigation across public-facing platforms serving multiple parks and facilities

ADDITIONAL EXPERIENCE & ACHIEVEMENTS

Graduate Student Commencement Speaker | Maryland Institute College of Art May 2025
UX Capstone, Topia: AI-Assisted Consumer Product Research & Design | MICA May 2025
Division I Women's Track and Field | Virginia Commonwealth University 2018-2021
• Atlantic 10 Women's Outdoor Track & Field Champions 2021
• Atlantic 10 Women's Indoor Track & Field Champions 2019

SKILLS

Graphite Drawing · Portraiture · Visual Storytelling · Art Direction · Adobe Creative Suite · Figma · Brand Strategy
Audience Development · Social Media Strategy · Wix Studio · Project Management · Creative Entrepreneurship