

BURTON

creative designer

I'D LOVE TO HEAR FROM YOU!

Krystina Burton

404.556.7145

Krystina.Creative@gmail.com

KrystinaBurton.com

SKILL SET

Adobe Creative Suite

InDesign

Illustrator

Photoshop

Adobe Animate – basic knowledge

After Effects – basic knowledge

Microsoft Office

Word

PowerPoint

Excel – basic knowledge

CRM Software

Microsoft Dynamics

Salesforce

Smartsheet

EDUCATION

The Art Institute of Atlanta–Decatur

Bachelor of Fine Arts in Graphic Design

PROFESSIONAL AFFILIATIONS

AIGA, Professional Association for Design

January 2012 – Present

Marketing and Communications

Women of Atlanta

January 2018 – Present

HONORS & AWARDS

BFA Graphic Design

Best in Show Candidate

Star Student Show

3rd Place Best in Show

2nd Place Graphic Design

Star Student Show

Best In Show

3rd Place Graphic Design

1st Place Graphic Design

WORK EXPERIENCE

Rheem — Roswell, GA

Senior Graphic Designer | July 2019 – Present

Lead collaboration between marketing managers, merchants, and external agencies to meet business objectives

Translate conceptual ideas from sales and marketing teams into creative solutions that drive consistency in brand and messaging across product marketing materials

Implement best practices and launch strategy for creative

Develop creative for a variety of marketing channels: print, digital advertising, social media, blog site, video, email, e-comm, tradeshow, in-store POP and visual merchandising materials, landing pages and more

Art direct photo shoot, lead creative direction for pre/post-launch creative, and develop video script for brand awareness campaign

Develop branding for new products and programs

InComm — Atlanta, GA

Brand/Web Designer | August 2016 – July 2019

Implement and uphold Vanilla products' brand standards across InComm and partner marketing materials

Develop messaging and offers for printed, digital, and radio broadcast product promotions

Develop animated videos and gifs for product suites

Create visual content to be published across various social media platforms

Art direct photo shoots and audio recording sessions for multimedia

Create brand guidelines, marketing tool kits, marketing templates, sell sheets and training documents for Financial Services products and service offerings

Collaborate with web team to create digital marketing materials for Vanilla websites, American Express BOL site, intranet sites, and mobile app mockups

Develop and implement new programs and supporting materials to boost employee engagement

Autotrader — Atlanta, GA

Digital Media Designer | January 2013 – August 2016

Provide expert training and share knowledge on new processes to junior level designers in the department

Create graphics for online advertising based on customer specifications as well as identify areas of improvement and recommend solutions

Prioritize and process multiple incoming graphic requests with quality and accuracy while maintaining strict deadlines

Proactively communicate with internal/external stakeholders and build relationships across teams and departments

Provide graphic services (logos, icons, invitations, homepage graphics for seasonal campaigns, etc.) for various teams and departments

Serve as department advocate during new application roll out

Serve as Customer Ops Support Staff for sales team at 2016 NADA Expo

Burton Creative Design — Atlanta, GA

Freelance Graphic Designer | March 2012 – Present

Design for Equifax Internal Marketing Materials

Layout for e-newsletters and Annual Client Advisory Board materials (name tags, table tents, event booklets, and schedules)

Design for the Kroger Co. Human Resources Department

E-newsletter, poster, and graphic layout of Annual Strategic Plans

Design for the Walton Raiders annual soccer program

Design logos, business cards, invitations, promotional flyers/banners, webpage layout, graphic apparel, etc. for various clients