

# BURTON

creative designer

## EDUCATION

**The Art Institute of Atlanta–Decatur**  
Decatur, Georgia | September 2012  
Bachelor of Fine Arts in Graphic Design

## SKILL SET

### Adobe Creative Suite

InDesign  
Illustrator  
Photoshop  
Flash  
Edge – basic knowledge  
ActionScript 3 – basic knowledge  
After Effects – basic knowledge

### Microsoft Office

Word  
PowerPoint  
Excel – basic knowledge

### Salesforce.com

### Microsoft Dynamics

### Google Double Click

Bid Manager – basic knowledge

## HONORS & AWARDS

**BFA Graphic Design**  
**Best in Show Candidate**  
September 2012

**President's and Dean's List**  
October 2009 – September 2012  
(Maintained GPA of 3.8+)

**Star Student Show**  
January 2012  
3rd Place Best in Show  
2nd Place Graphic Design

**Star Student Show**  
January 2011  
Best In Show  
3rd Place Graphic Design  
1st Place Graphic Design

## PROFESSIONAL AFFILIATIONS

**AIGA, Professional Association for Design**  
January 2012 – Present

**Marketing and Communications**  
**Women of Atlanta**  
January 2018 – Present

## WORK EXPERIENCE

**InComm—Atlanta, GA**  
**Brand/Web Designer | August 2016 – Present**

Implement and uphold Vanilla® brand standards across InComm and partner marketing materials

Support Brand Manager in overseeing and executing incoming job requests

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

Develop animated videos and gifs for product suites

Art direct photo shoots and audio recording sessions for multimedia

Create visual content to be published across various social media platforms

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

Create presentations and supporting marketing images for sales and leadership

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

**Autotrader—Atlanta, GA**  
**Digital Media Designer | January 2013 – August 2016**

Create, revise, and assemble graphics for online advertising products based on customer specifications

Process all incoming graphic orders with quality and accuracy while maintaining strict deadlines

Simultaneously process multiple requests and prioritize as needed

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

Provide graphic services (logos, icons, homepage graphics for seasonal campaigns) for other teams and departments

Provide expert training and share knowledge on new processes for the designers in the department

Serve as department advocate during Salesforce.com rollout

Proactively identify potential design problems or areas in need of improvement and recommend solutions

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

**Burton Creative Design—Metro 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, webpage layout, graphic apparel, etc. for various clients

**InComm—Atlanta, GA**  
**Graphic Design Intern | March 2012 – June 2012**

Translate card templates from Adobe Illustrator to Adobe InDesign

Design upcoming holiday POP displays & offer inserts

Design card art for B2C Vanilla Visa Gift Cards

Aid in pre-press card setup

I'd love to hear from you!  
Krystina Burton | 404.556.7145  
krystina@krystinaburton.com  
www.krystinaburton.com