



## I'D LOVE TO HEAR FROM YOU!

Krystina Burton | [KrystinaBurton.com](http://KrystinaBurton.com)  
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### 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

### SKILL SET

#### **Adobe Creative Suite**

InDesign | Illustrator | Photoshop | After Effects – basic knowledge

#### **Microsoft Office**

Word | PowerPoint | Excel – basic knowledge

#### **CRM Platforms**

Smartsheet | Microsoft Dynamics | Salesforce

### WORK EXPERIENCE

#### **Rheem – Creative Design Manager | Roswell, GA | February 2023 – Present**

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

Mentor and manage internal mid-level designers, delegate incoming projects and provide creative direction

Review and approve creative developed by internal designers, freelance designers and agencies to ensure project objectives are met, creative is of a high quality and brand standards are upheld

Develop creative processes and implement best practices to boost productivity and create efficiency

Develop & standardize creative strategy for product launch campaigns

Art direct photo shoot and campaign creative and develop video scripts for brand awareness campaigns

#### **Rheem – Senior Graphic Designer | Roswell, GA | July 2019 – February 2023**

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

Manage brand assets for products, programs and digital platforms

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

Proactively manage assigned projects and timelines to ensure on-time and on-budget delivery

#### **InComm – Brand/Web Designer | Atlanta, GA | August 2016 – July 2019**

Implement and uphold Vanilla® brand standards across internal 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 mock-ups

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



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### WORK EXPERIENCE - CONTINUED

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

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

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

Process and prioritize 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, homepage graphics for seasonal campaigns) 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 – Freelance Graphic Designer | Atlanta, GA | 2012 – Present**

Design for Equifax internal marketing materials – e-newsletters and Annual Client Advisory Board event materials

Design for the Kroger Co. internal marketing materials – e-newsletters, posters, and Annual Strategic Plans booklet

Design for the Walton Raiders annual soccer program

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