

# TRISTAN BURTON

## *Creative Graphic Designer*

✉ tristan@email.com

☎ (123) 456-7890

📍 Austin, TX

🌐 [LinkedIn](#)

## EDUCATION

B.F.A.

Visual Arts

**Brown University**

📅 August 2012 - May 2016

📍 Providence, RI

## SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- HTML/ CSS
- Social Media (Facebook, Instagram, TikTok)
- Microsoft Word/ PowerPoint

## CAREER OBJECTIVE

Graphic design leader with 5 years of experience eager to help Xero launch a new creative direction. Multi-disciplinary experiences have enabled me to contribute across companies throughout my career and will, no doubt, provide unparalleled value in Xero's upward mobility.

## WORK EXPERIENCE

### Creative Graphic Designer

#### Suki

📅 May 2018 - current

📍 Austin, TX

- Led creatives across all channels: advertising, collateral, videos, social media, web development, and video editing
- Worked with marketing team to develop graphics-led social media campaign, **improving conversion rate by 14%**
- Designed, built, and edited detailed product demo video with over 25,000 views across landing page and customer emails
- Partnered with the product team to ensure brand consistency between product and marketing
- Created new Suki logo using Adobe Illustrator, used as the central piece of graphic design across the website and all customer emails
- Mentored 3 interns, overseeing project creation and edits for image ads for social media campaigns

### Graphic Designer

#### Grantham University

📅 August 2016 - April 2018

📍 Lenexa, KS

- Used Adobe InDesign to design mail marketing campaigns sent directly to prospective students, **increasing response rate by 5%** over previous campaigns
- Designed the layout and graphics for course catalog, used for 4 semesters and sent to over 3,000 students
- Managed external vendor relationships for all print projects, resulting in annual savings of over \$6,000
- Assisted in the development and maintenance of the Grantham University style guide
- Created print materials, such as posters, flyers, and brochures detailing campus-wide events
- Reviewed university's website, and recommended changes along with senior designers, which contributed to a boost in overall site traffic by 7%