Tristan Burton

Creative Graphic Designer

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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

Suki - Creative Graphic Designer

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

Grantham University - Graphic Designer

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%

EDUCATION

Brown University - B.F.A., Visual Arts

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