

# Riley Burton

## Creative Graphic Designer

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### Work Experience

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Graphic design leader eager to help Xero launch a new creative direction. Multi-disciplinary experience have enabled me to contribute across companies throughout my career.

riley.burton1@gmail.com

(123) 456-7890

Austin, TX

[My portfolio](#)  
[LinkedIn](#)

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### Suki

Creative Graphic Designer

2018 - current | Austin, TX

- Led creative across all channels: advertising, collateral, videos, social media, basic web development and video editing.
- Worked with the Marketing team to develop new graphics-led social media marketing campaign, which improved conversion rate by 13%
- Designed, built, and edited detailed product demo video with over 20,000 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

### Grantham University

Graphic Designer

2016 - 2018 | Lenexa, KS

- Learned and used Adobe InDesign to design mail marketing campaign sent directly to prospective students, increasing response rate by 4% over previous campaigns
- Designed the layout and graphics for course catalog, used for 4 semesters and sent to over 2,000 students
- Managed external vendor relationships for all print projects, resulting in annual savings of over \$3,000
- Assisted in the development and maintenance of the Grantham University style guide, used by all Design and Marketing teams

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### Skills

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

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### Education

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### Brown University

B.F.A., Visual Arts

2012 - 2016 | Providence, RI