

FIONA BURGESS

SENIOR BRAND & VISUAL DESIGNER, SAN FRANCISCO BAY AREA

PROFESSIONAL SUMMARY

Senior multidisciplinary designer with 20+ years of experience across brand, digital, event, and environmental design, including 6+ years on the Brand and Creative teams at Snowflake and Splunk and a strong agency background. Hands-on expertise in brand systems, campaigns, websites, presentations, and conference environments, from concept through production. Known for creative judgment, attention to detail, and speed, with 10+ years of remote collaboration across global teams.

EXPERIENCE

VISUAL DESIGNER SNOWFLAKE, INC.

Feb. 2023–June 2026 | Palo Alto, CA | Contract, Remote

- Created large-scale environmental graphics and collateral for Snowflake’s annual user conference, Summit, producing hundreds of assets over a two-month production period for three consecutive years.
- Designed branded booth environments, graphics, collateral, and digital assets for Snowflake’s presence at global conferences across North America, EMEA, and APJ markets.
- Partnered with marketing, web, and product teams to create campaign assets, e-books, marketing collateral, web and digital graphics, and presentations for executive audiences.
- Collaborated with regional marketing teams to adapt creative for local campaigns and events while maintaining global brand consistency.
- Supported new brand rollouts with reusable campaign templates, asset libraries, and internal brand and production guidelines for distributed creative teams.

VISUAL DESIGNER SPLUNK

Dec. 2019–Dec. 2022 | San Francisco, CA | Contract, Remote

- Designed environmental graphics, digital advertising, social assets, wayfinding, and print collateral for three consecutive years of Splunk’s annual user and partner conference, .conf, across in-person and virtual events.
- Provided art direction for more than 40 large-format environmental graphics for Splunk’s FY21 sales kickoff, including back walls, column wraps, and fabric walls.
- Created e-books, infographics, internal and external collateral, and digital and social campaign assets as a member of the Brand and Creative team.
- Implemented updated brand guidelines across print, digital, and event materials, creating new designs and adapting existing collateral to Splunk’s evolving visual identity.
- Contributed to graphics standards, design toolkits, brand playbooks, and icon libraries to support consistent execution across teams.

FREELANCE CREATIVE DIRECTOR 3Q DIGITAL

Oct. 2017–Oct. 2019 | San Francisco, CA | Remote

- Led the Cisero rebrand from strategy through execution, defining brand voice and visual identity and developing responsive web design, wireframes, and prototypes with developers and project partners.
- Directed and mentored junior art directors and designers through concept development and production.

ART DIRECTOR iPROSPECT

May 2012–June 2016 | Full-Time | San Diego & San Francisco | Remote

- Designed digital campaigns and optimized landing pages for Intel, Lenovo, Vonage, SolarCity, and Choice Hotels, using UX audits and testing insights to refine layouts, messaging, and calls to action. Intel's winning landing-page test achieved a 34.6% lift in conversions.
 - Developed and presented creative concepts and pitch decks for prospective and existing clients.
 - Managed a cross-functional creative team and developed reusable templates, asset libraries, and workflows to streamline campaign production.
-

EARLIER EXPERIENCE

GRAPHIC DESIGNER LIFT AGENCY

Mar. 2011–May. 2012

- Designed mobile interfaces and print and digital campaign assets for clients including Guthy-Renker, Charter Communications, BabyCenter, and Snapfish.

GRAPHIC DESIGNER SWIRL INTEGRATED MARKETING

April 2010–July 2010

- Produced digital, social, print, and out-of-home advertising, including campaign materials for San Francisco's Clipper Card initiative.

GRAPHIC DESIGNER ORRICK, HERRINGTON & SUTCLIFFE

Mar. 2007–Oct. 2007

- Created corporate marketing collateral, convention signage, and web assets within the firm's brand standards.

ART DIRECTOR STOREFRONT POLITICAL MEDIA

Mar. 2001–Feb. 2007

- Designed branding and campaign materials for local and national political clients. Developed production templates and managed freelance designers and vendors.
-

EDUCATION

BACHELOR OF ARTS GRAPHIC DESIGN & FINE ART
HUMBOLDT STATE UNIVERSITY

SKILLS & TOOLS

DESIGN EXPERTISE: Art Direction, Brand Systems & Visual Identity, Digital & Integrated Campaign Design, Presentation Design, Event, Experiential & Environmental Design, Print Design & Production, Responsive Web Design, UI Design & Prototyping, AI-Assisted Concept Development & Production

DESIGN & PRESENTATION TOOLS: Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, PowerPoint, Google Slides, Keynote; basic proficiency in After Effects

COLLABORATION & PROJECT MANAGEMENT: Google Workspace, Wrike, Asana, Slack

WEB FUNDAMENTALS: Familiarity with HTML and CSS
