

FIONA BURGESS

ART DIRECTOR // SENIOR VISUAL DESIGNER

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ABOUT

Fast-moving and highly adaptable creative professional, brand builder and designer. Skilled at elevating brands and achieving aggressive business objectives through exceptional creative execution across digital marketing, print media, mobile, web, and e-commerce. Experienced at building a shared creative vision, promoting imaginative teamwork, and improving workflow processes to deliver exceptional work from cross functional teams. Expert understanding of design concepts, interactive design principles, and web optimization best practices. Proactive and confident presenting and collaborating with clients, seasoned at identifying creative opportunities to improve customer experiences and marketing effectiveness. Demonstrated success with clients such as Intel, Lenovo, Cartier, Vonage, SolarCity, Hilton, McAfee, ForRent.com, PG&E, Charter, Baby Center, Snapfish, and Gavin Newsom for Mayor and Governor.

EXPERIENCE

Senior Visual Designer // Splunk // Dec. 2019 - Nov. 2022 // Contract

- Successfully represented the Splunk brand through collateral design, digital media and conference assets for in-person and virtual events. Helped to migrate Splunk collateral to new brand guidelines; Assisted in developing processes for streamlining workflow to align with company's strategic objectives.
- Provided concept development, ideation and detailed specification of visual designs for prototypes and mockups. Worked with fellow designers to craft a cohesive brand via the design of graphics standard guidelines, design toolkits, brand playbooks, icon libraries, and corporate materials.

Freelance Creative Director // 3Q Digital // Oct. 2017 - Oct. 2019 // Freelance

- Gathered and synthesized business objectives into creative strategy and direction, guided junior art directors through the ideation, concepting and execution of creative.
- Led Ciserro.com's brand strategy and design executed across print and digital. Conducted research, presented strategy and guided primary stakeholders through branding exercise honing the voice and visual aesthetic. Led and handled all UX/UI design for new marketplace platform. Handled end-to-end design process including wireframes, prototypes, visual design redlines, and UI design system, built around responsive best practices. Collaborated on website development with copywriters, photographer, developers, and project manager.
- Oversaw creation and presentation of conceptual decks to clients. Successfully pitched new concepts and work for social media initiatives.

Art Director // iProspect (Covario) // April 2012 - July 2016 // Full Time

- Led landing page redesigns for clients such as Lenovo, SolarCity and Intel, focused on conversion rate improvement to drive greater search marketing ROI. Optimized visual design, page layouts, messaging, refined CTAs. Utilized learnings from A/B and multivariate testing to inform design, resulting in continuous lift for clients.
- Developed and applied UX/UI best practices, conducted extensive usability CRO audits for ForRent.com, Tauck, Anderson MD, and SolarCity, providing insights that drove increased conversion rates.
- Honed team's processes and workflow as it grew. Dug deep into all processes to clarify, streamline and align them to company's strategic objectives. Helped senior leadership hone pitch process and assets, helped bring a stronger creative voice into early-stage client conversations to help win new business.
- Managed team of designers, developers, and producers (both full time and freelance). Responsible for talent acquisition, onboarding and mentoring.

Freelance Designer // 2007-2019

- **Lift Agency** // Oct. 2011 - April 2012 // Full Time
Provided UI design for mobile applications; visual design for direct marketing, e-commerce and integrated print and web campaigns. Clients of note included: Guthy-Renker, Charter, Baby Center and Snapfish.
- **Swirl Agency** // April 2010 - July 2010 // Contract
Provided visual design of advertising and promotional materials, including digital and social display advertising. Developed OOH assets and various print creative for San Francisco's Clipper Card initiative.
- **Fibu Design** // 2007 - Present // Freelance
Graphic designer providing brand and identity design; web design, optimization and development; landing page design; UX audits; political campaign branding, direct marketing layout and design; annual report and presentation design. Clients of note included: Gavin Newsom for Governor and PG&E.
- **Orrick, Herrington, and Sutcliff** // March 2007 - Oct. 2007 // Contract
Graphic designer responsible for design and production of internal marketing materials including brochures, convention signage, event invitations, email templates and web assets.

Art Director // Storefront Political Media // March 2001 - Feb. 2007 // Full Time

- Led design, development and production of numerous print and digital campaign materials for Democratic candidates and progressive campaigns locally and nationwide, including Gavin Newsom (for SF Mayor), Senator Phil Ting, Representative Ellen Tauscher, and PG&E.
- Managed a team of freelance designers and developers; collaborated with principal and account executives on campaign branding and marketing initiatives.

Designer / Media Coordinator // Trees Foundation Oct. 1998 - Oct. 2001 // Full Time

- Provided graphic design services to multiple forest conservation groups and individuals for the Trees Foundation, a Humboldt County environmental non-profit. Led branding and identity creation, marketing materials such as brochures, posters and newsletters. Served as a collective member, assisting in organizational decision-making and budget management; led trainings in design software, and coordinated volunteers.

TECHNICAL SKILLS:

Adobe Creative Suite
Sketch
InVision
Familiarity with CSS,
HTML and JavaScript

EDUCATION:

Humboldt State University
Bachelor of Arts - 1996
Emphasis in graphic design
and fine art
Minor in Appropriate
Technology and Environmental
Studies

Academy X

CSS, Dreamweaver, HTML,
Flash, Fireworks

California College of the Arts

Packaging Design