

# FIONA BURGESS

**Senior Brand & Visual Designer | Art Director**

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## PROFESSIONAL SUMMARY

Strategic Brand and Visual Designer with 20+ years of experience shaping high-impact visual systems across digital, experiential, and print platforms.

Expert in brand identity, event and campaign creative, and translating business goals into cohesive, scalable design solutions.

Collaborative partner skilled at aligning creative direction with marketing and product strategy to drive engagement and consistent global brand expression.

Proven success leading and delivering creative work remotely for 10+ years across global teams and time zones.

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## CORE COMPETENCIES

Brand Identity | Design Systems | UI/UX Design | Digital Campaigns | Responsive Design  
Cross-Functional Collaboration | Prototyping | Event & Experiential Graphics | Figma | Adobe Creative Cloud |

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## EXPERIENCE

**SENIOR VISUAL DESIGNER // Snowflake Inc.**

Feb 2022 – Current | Contract | Palo Alto, CA / Remote

- Designed and produced branded booth environments, collateral, and digital assets for global events across NOAM, EMEA and APJ, driving event engagement.
- Developed large-scale event environmentals and collateral for global Snowflake conferences, helping attract attendees and strengthen brand recognition across NOAM/EMEA/APJ markets.
- Partnered with global marketing, web, and product teams to develop cohesive visual systems supporting demand-generation campaigns and brand consistency.

- Supported the rollout of new brand assets and campaign templates, ensuring unified execution across event, digital, and social channels.
- Collaborated with event producers and vendors to manage large-scale booth graphics and experiential branding for conferences and summits.
- Contributed to the creation of internal brand documentation and production guides, improving workflow clarity for distributed design teams.
- Helped establish reusable templates and asset libraries that accelerated production timelines and ensured cohesive campaign delivery.

### **SENIOR VISUAL DESIGNER // Splunk**

Dec 2019 – Nov 2022 | Contract | San Francisco, CA / Remote

- Successfully represented the Splunk brand through collateral design, digital media, and event graphics for both in-person and virtual conferences.
- Helped migrate and implement new brand guidelines, ensuring consistency across marketing materials, digital campaigns, and field event assets.
- Assisted in developing workflow processes and asset libraries that improved production efficiency and creative team alignment.
- Partnered with design and marketing leads to produce high-quality prototypes, mockups, and visual concepts, supporting campaigns and product storytelling.
- Contributed to the creation of graphics standards, design toolkits, brand playbooks, and icon libraries, enabling cohesive execution across global teams.

### **FREELANCE CREATIVE DIRECTOR // 3Q Digital**

Oct 2017 – Oct 2019 | Freelance | San Francisco, CA / Remote

- Led the Ciserro.com rebrand from strategy through execution—conducting research, defining brand voice and visual identity, and delivering the full UX/UI design system with responsive wireframes, prototypes, and final visuals in collaboration with cross-functional partners.
- Directed and mentored junior art directors and designers through ideation, concepting, and execution, improving team delivery speed and creative consistency.
- Collaborated with copywriters, developers, photographers, and project managers to deliver end-to-end creative aligned with marketing KPIs and brand objectives.

### **ART DIRECTOR // iProspect (formerly Covario)**

Apr 2012 – Jul 2016 | Full-Time | San Diego, CA / Remote

- Translated complex business objectives into actionable creative strategies for digital marketing and brand campaigns, driving stronger engagement and performance across multiple client accounts. Managed a cross-functional creative team, refined workflows, and aligned design strategy with performance marketing goals.
- Led landing-page redesigns and digital campaigns for Lenovo, SolarCity, and Intel, achieving conversion rate increases with each campaign.

- Conducted UX audits and conversion-rate optimization analyses that informed creative direction and improved client ROI.
- Helped establish reusable templates and asset libraries that streamlined production for future campaigns.
- Oversaw creation and presentation of conceptual decks for client pitches, contributing to new business wins and expanded campaign scope.

## **FREELANCE GRAPHIC DESIGNER / Various Agencies & Clients**

### **2007 – 2012 | San Francisco, CA**

#### **Lift Agency | Oct 2011 – Apr 2012 | Full-Time | San Francisco, CA**

- Designed UI for mobile applications and visual assets for direct marketing, e-commerce, and integrated campaigns across print and digital channels. Supported clients including Guthy-Renker, Charter Communications, BabyCenter, and Snapfish, maintaining brand consistency across deliverables.

#### **Swirl, Inc. | Apr 2010 – Jul 2010 | Contract | San Francisco, CA**

- Produced digital, social, and print advertising for Bay Area campaigns, including OOH and promotional materials for San Francisco's Clipper Card initiative, viewed by over one million commuters daily.

#### **Orrick, Herrington & Sutcliffe LLP | Mar 2007 – Oct 2007 | Contract | San Francisco, CA**

- Created corporate marketing collateral—brochures, convention signage, web assets—ensuring visual consistency across corporate communications and supported brand development initiatives within the firm's marketing team.

## **ART DIRECTOR // Storefront Political Media**

Mar 2001 – Feb 2007 | Full-Time | San Francisco, CA

- Created integrated branding and campaign materials for local and national political clients, contributing to multiple successful election outcomes.
- Developed reusable design templates and production workflows that reduced turnaround time for campaign materials and are still used as part of Storefront's creative process today.
- Managed freelance designers and vendors, ensuring consistent quality and timely delivery of campaign assets.

## **EDUCATION**

**Humboldt State University** — Bachelor of Arts, Graphic Design & Fine Art  
Minor: Appropriate Technology and Environmental Studies

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## **TECHNICAL SKILLS**

**Design Tools:** Adobe CC (Photoshop, Illustrator, InDesign), Figma, Sketch, Powerpoint, After Effects (basic), familiarity with HTML/CSS/JS

**Web & Collaboration Tools:** HTML, CSS (basic), Google Workspace, Jira, Asana, Slack, Workfront, Basecamp, Trello, Wrike

**Expertise:** Brand Systems, UI/UX, Responsive Design, Event Experiential Design and Branding, Digital Campaigns

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## SELECTED ACHIEVEMENTS

- Migrated new brand guidelines and standardized visual frameworks across Snowflake and Splunk, improving design consistency and scalability for global marketing teams.
- Produced experiential event designs for Snowflake Summit and Splunk .conf, strengthening brand presence and audience engagement.
- Created reusable design toolkits and templates that improved production efficiency and ensured cohesive brand execution across teams
- Partnered with cross-functional teams to clarify design standards, streamline handoffs, and align creative output with business objectives.