WRITE: fibu@fibudesign.com | **CALL:** 415-652-3023 | **VIEW:** www.fibudesign.com | **CONNECT:** www.linkedin.com/in/fionaburgess

FIONA BURGESS

SENIOR BRAND & VISUAL DESIGNER, SAN FRANCISCO BAY AREA

PROFESSIONAL SUMMARY

Senior Brand & Visual Designer with 20+ years of experience, including 6+ years on the Brand and Creative teams at Snowflake and Splunk. I design for large-scale events and integrated campaigns, adapting visual systems across conference environments, digital experiences, and marketing materials. My background spans agency and in-house teams, with 10+ years of remote collaboration across teams and time zones.

EXPERIENCE

VISUAL DESIGNER SNOWFLAKE, INC.

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

- Adapted Summit's visual system across four consecutive conferences, delivering hundreds of assets per event over a three-month production window. Work included large-format environmental graphics, wayfinding, event app and web graphics, out-of-home advertising, and demand generation campaigns.
- Developed a distinct visual identity for Dev Day, Snowflake Summit's technical program, and applied it to event signage and digital promotions.
- Adapted Snowflake's event branding with regional teams across North America, EMEA, and APJ for booth environments, print collateral, and digital promotions.
- Designed e-books and accompanying digital ads and social carousels, plus executive presentations and sales enablement collateral, in collaboration with marketing, web, and product teams.
- Built reusable campaign templates, asset libraries, and production guidelines to support brand rollouts across distributed creative teams.

VISUAL DESIGNER SPLUNK

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

- Adapted the .conf visual system across three annual conferences, from Splunk's first fully virtual event to its hybrid return to Las Vegas. Designed event platform graphics, digital campaigns, large-format environmental graphics, and digital wayfinding.
- Art-directed more than 40 large-format environmental graphics for Splunk's FY21 Sales Kickoff, including stage and event back walls, column wraps, and fabric walls.
- Applied Splunk's refreshed Data-to-Everything visual system across e-books, infographics, print collateral, and digital campaigns.
- Designed a reusable template system for the Threat Hunter Intelligence Reports, with distinct covers and matching promotional banners for each edition and a consistent interior layout.

FREELANCE CREATIVE DIRECTOR 3Q DIGITAL

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

- Led brand and website design for Ciserro, a new senior care platform. Facilitated a stakeholder workshop to define the brand voice, created the visual identity, and designed the site from wireframes and interactive prototypes through final layouts and launch.
- 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

Earlier design and art direction roles included agency work at Lift Agency, Swirl Integrated Marketing, and Storefront Political Media.

- Designed mobile interfaces and integrated campaign assets for clients including Guthy-Renker, Charter Communications, BabyCenter, and Snapfish.
- Produced digital, social, print, and out-of-home advertising for campaigns including San Francisco's Clipper Card initiative.
- Applied established brand standards to corporate marketing collateral, convention signage, and web graphics.
- Developed visual identities and campaign materials for local and national political clients.
- Built reusable production templates and managed freelance designers and vendors.

EDUCATION

BACHELOR OF ARTS GRAPHIC DESIGN & FINE ART

CAL POLY HUMBOLDT

SKILLS & TOOLS

DESIGN EXPERTISE: Art Direction, Brand Systems & Visual Identity, 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; basic proficiency in After Effects

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

WEB FUNDAMENTALS: Familiarity with HTML and CSS

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