

# Geoff Burkert

geoff@burkertdesign.com  
615 947 7974

## SKILLS

Expertise in Adobe CC:  
InDesign, Illustrator,  
Photoshop; Acrobat Pro,  
Keynote

Competent in HTML,  
CSS, Wordpress, InVision,  
Smartly. Conversant in  
javascript, jQuery, PHP

Experience with MS  
Office 360, Google Docs,  
AfterEffects, Premiere,  
ArcGIS

UX: Site maps,  
wireframes, user flows,  
content maps

Other skills: illustration,  
lettering, map creation,  
data visualization,  
copywriting, grammar

## EDUCATION

BFA, Graphic Design  
Watkins College of Art,  
Design & Film, Nashville

## RECOGNITION

Taschen Books *Design for  
Obama*, eds. Spike Lee  
& Steven Heller, 2008.  
Poster.

*HOW magazine* Best of  
InHowse Design, 2008.  
Poster series (CMT).

Catapult Marketing  
*Rising Star* for thought-  
leadership and creative  
risk-taking.

## DESIGN LEAD : CREATIVE

burkertdesign.com

Partial portfolio; contact for locked-content password  
Additional samples available by request.

## 03.18-

### VIKING CRUISES : DESIGN LEAD

#### **Digital and print design across all brand touchpoints.**

Lead design for email, social and digital ads; art direct html  
banners and short-form video for social

Design and illustration (creation and art direction) for special  
print and onboard projects including product launches

Support design director and mentor studio artists

## 06.17-10.17

### MXM (MEREDITH) LA : CONTRACT DESIGNER

#### **Print & digital design for pharma-beauty.**

Led design and file delivery of print launch kit materials for  
providers, helping manage and troubleshoot production

Spearheaded redesign of a healthcare provider portal site,  
meeting demanding deadlines; established new UI styles and  
functionality with UX

## 02.16-04.17

### STANDARD TIME LA : SENIOR DESIGNER

#### **Retail campaigns & collateral. Digital, print.**

CVS Pharmacy brand extensions for pilot Optical and  
Audiology centers; responsive web, email, in-store, direct,  
ads, illustration

CVS Photo seasonal campaign banners, display and social  
media (Facebook, Twitter, Instagram)

PLAY! by Sephora: assisted with monthly assets for  
ecommerce and email

New business presentation decks and case study templates

## 10-11.15

### VAYNER MEDIA, LA : FREELANCE DESIGNER

#### **Entertainment. Social.**

Designed Facebook and Twitter static graphics, animated  
gifs, short-form video for new TV series and other shows

## 4.11-7.15

### CDM LA - CLINE DAVIS MANN : ART SUPERVISOR

#### **Pharma integrated art lead. Digital, print, video.**

Responsive websites, animated banners, storyboards,  
conference touchscreen displays, training materials,  
brand guidelines, new business, logo design and brand  
development, agency branding and presentation templates

Oversaw execution of websites, animation, CGI art, iPad apps  
Supervised daily work of 2-4 freelance art directors; mentored  
new hires

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## ORGS + EVENTS

ALGA member (intermittent)

*Taste: A Design Observer Symposium* on the relationship between design and food. Attendee. LA

*Intro to JS Frameworks*, Vitamin T, LA

*How to Sell Creative to Clients*, Filament Inc, NYC

Hatch Show Print, Workshop with Jim Sherraden, Nashville

[linkedin.com/in/geoffburkert](https://www.linkedin.com/in/geoffburkert)

[instagram.com/geoffrito](https://www.instagram.com/geoffrito)

## DESIGN LEAD : CREATIVE

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1.07-  
BURKERT DESIGN :PRINCIPAL CREATIVE  
**Republic of Tea.** Websites for new product lines 10.11-2.12  
**EBD - Ellen Bruss Design.** Designed branded materials 3.11  
**Weill-Cornell Medical College.** Donor proposals, special campaigns 9.07-5.08  
**Adelicia.** Branding and marketing for luxury condos 1.07-5.08

4.08-2.11  
CATAPULT MARKETING : ART DIRECTOR  
**Consumer promotions & shopper/retail. Print, digital.**  
Led art development and execution for Gallo Salame brand campaign, including a pop-up restaurant in San Francisco (with Mosaic Experiential)  
Concept, design, and copy of print and in-store promotions for multiple Mars Petcare brands. Evolved AOR branded assets for promotions

F08-S09  
BELMONT UNIVERSITY : ADJUNCT PROFESSOR  
Courses included: *Typography; Narrative and Social Responsibility*

1.07-4.08  
CMT/MTV NETWORKS :CONTRACT DESIGNER  
**Entertainment & event. Off-air.**  
Design/production of off-air, digital, and event materials for CMT Music Awards, CMA Fest, CMT On Tour, and internal branding of MTV Networks initiatives

11.04-1.07  
BUNTIN GROUP, NASHVILLE :ART DIRECTOR  
JACKSON DESIGN :DESIGNER  
**Award-winning design & advertising.**  
Print production, Flash banners, studio mentor