

Geoff Burkert

ART DIRECTOR / SR DESIGNER

geoff@burkertdesign.com

615 947 7974

burkertdesign.com

Partial portfolio; additional samples available by request.

SKILLS

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

Competent in HTML, CSS,
Wordpress, InVision;
conversant in javascript,
jQuery, PHP

Experience with MS Office,
ProofHQ, Google Docs,
AfterEffects, Premiere

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

Other skills: illustration,
lettering, 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.

06.17-10.17

MXM (MEREDITH) LA :CONTRACT DESIGNER Print and digital design for pharma-beauty.

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

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)

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 and advertising.
Print production, Flash banners, studio mentor.