



# Ken Burke

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## Personal Skills

Adaptability  
Attention to Detail  
Multitasking  
Problem Solving  
Rapid Design Ideation  
Strong Craftsmanship  
Teamwork & Collaboration  
Traditional Art Background

## Technical Proficiency

- |                        |                          |                                   |
|------------------------|--------------------------|-----------------------------------|
| • HTML5, Figma, Sketch | • Wordpress, BigCommerce | • Ai tools: Sora, Firefly, Gemini |
| • Adobe Creative Suite | • Microsoft Office Suite |                                   |

## Experience

Sr. Graphic Designer, Equipment Depot  
Houston, Texas (2022-Present)

- Job Responsibilities:
- Produce video and animated motion graphics for presentations, slideshows, and social media assets
  - Brainstorm, conceptualize, and execute marketing campaigns
  - Produce digital and print collateral for leadership & sales teams
  - Oversee design assets produced by agency partners and freelancers

Principal Multimedia Designer, Conn's HomePlus  
The Woodlands, Texas (2015-2022)

- Job Responsibilities:
- Produced assets for social media platforms, display ads and carousels for monthly campaigns
  - Created presentation slide graphics, event logos, in-store product displays and branded promotional items
  - Involved in conceptualization and collaborative development of new marketing campaigns
  - Graphic/Web Design: website mockups, UI design, landing pages, and site banners with a heavy focus on responsive design
  - Created highly successful weekly product and campaign emails

Lead Graphic Designer, Desktop Assistance L.P.  
Houston, Texas (2002-2014)

- Job Responsibilities:
- Design, front-end development, and maintenance of company and client websites, including large scale e-commerce projects
  - Logo and brand design
  - UI design for HP's field sales software application
  - UI design for various mobile apps
  - Served as Art Director on multiple large video projects
  - Created large scale interactive DVDs including animation

Freelance Art Director, Burke Creative  
Houston, Texas (2000-2015)

- Job Responsibilities:
- Graphic Design, UI/UX design, responsive web design, maintenance of client websites
  - Generated marketing videos for point-of-sale kiosks for brands including Jiffy Lube, Great American Cookie Company, AVIS, and Pennzoil
  - Designed product packaging
  - Logo and brand design
  - Created illustrations, banners, animated content, and various other marketing campaign assets

Senior Art Director, Rhymes Advertising  
Houston, Texas (1999-2002)

- Job Responsibilities:
- Responsible for all incoming and outgoing artwork, design, and layouts
  - Conceptualized new campaigns, developed storyboards, and produced print media, outdoor boards and television spots
  - Supervised and directed photo shoots and video sets
  - Supervised graphic designers and collaborated with clients to produce award-winning creative
  - Designed and maintained several websites as well as interactive deliverables

## Education

Arizona State University, Tempe, AZ  
Bachelor of Science in Design  
Summa cum laude graduate

Lone Star College, Houston, TX  
Certificate in Graphic Design

Professional references available upon request