



## 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
- Adobe Creative Suite
- Wordpress, BigCommerce
- Microsoft Office Suite
- Ai tools: Sora, Firefly, Gemini

## 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