Ken Burke

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> Senior multimedia designer and art director whose work has appeared on television, billboards, national retail campaigns, and executive presentations. Has led creative for B2B and B2C brands across oil and gas, retail, healthcare, automotive, and food service. Integrates AI tools including Adobe Firefly, Sora, and Gemini into production workflow. ADDY award recipient. Summa cum laude graduate.

SKILLS

Design & motion:	Adobe Creative Suite, Figma, Sketch, After Effects, motion graphics, animation
Web & UI:	UI/UX design, responsive design, landing pages, HTML5/CSS front-end, WordPress, BigCommerce
AI tools:	Adobe Firefly, Sora, Gemini, Claude — integrated into active production workflow
Production:	Video direction, photo shoot direction, storyboarding, print, packaging, brand identity
Platforms:	Microsoft 365, Power BI, Google Workspace, SharePoint, HubSpot, Mailchimp, Canva, PowerPoint
Collaboration:	Asana, Basecamp, Slack

EXPERIENCE

Senior Graphic Designer 2022 – 2026
Equipment Depot • Houston, Texas

- Produce motion graphics and video content for executive presentations, internal communications, and social media campaigns supporting a nationwide field and inside sales organization spanning multiple states
- Conceive and execute integrated marketing campaigns from brief through final delivery across digital and print channels
- Create sales enablement collateral for leadership and field teams, ensuring consistent brand voice across all touchpoints
- Oversee creative output from agency partners and freelancers, maintaining brand standards and production quality

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

- Designed and produced weekly promotional email campaigns reaching 200K–500K subscribers; in 2016 drove an 82% year-over-year increase in credit applications — a company record — through targeted email campaign strategy
- Supported 170 retail locations nationwide with in-store displays, branded promotional items, event logos, and presentation graphics
- Built and maintained social media assets, display ad campaigns, and carousel units for monthly promotional cycles
- Led UI/UX and web design work including website mockups, landing pages, and responsive site banners
- Contributed to concepting and collaborative development of new marketing campaigns across cross-functional teams

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

- Led design, front-end development, and maintenance of company and client websites including large-scale e-commerce platforms
- Designed UI for HP's field sales software application and multiple mobile apps
- Served as Art Director on large-scale video productions and interactive DVD projects featuring custom animation
- Mentored 1–2 junior designers; led brand identity and logo design for clients across multiple industries

Senior Art Director 1999-2002
Rhymes Advertising • Houston, Texas

- Directed all creative output — print media, outdoor boards, and television spots — for a team of 2–3 designers
- Concepted campaigns, developed storyboards, and supervised designers and production staff through full campaign lifecycle
- Directed photo shoots and video sets; collaborated directly with clients to produce award-winning creative
- Earned ADDY Award (2001) for sales promotion and newsletter design for Metromenus.com

Freelance Art Director 2000-2015
Burke Creative • Houston, Texas • *(concurrent freelance)*

- Served 30+ clients across industries including oil and gas, healthcare, automotive, retail, and food service
- Produced point-of-sale marketing videos for national brands including Jiffy Lube, AVIS, Pennzoil, and Great American Cookie Company
- Delivered graphic design, UI/UX, responsive web, brand identity, product packaging, and integrated campaign assets

EDUCATION

Bachelor of Science in Graphic Design — Arizona State University, Tempe, AZ · *Summa cum laude*

RECOGNITION

ADDY Award, 2001 — Sales Promotion & Newsletter Design, Metromenus.com · Rhymes Advertising