



fiona burgess

Graphic Design Professional

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What I bring to the table:

- Maturity and dedication: 12+ years of design experience, 6 years designing for the web
- Skilled at managing multiple projects and delivering solutions expediently
- An eye on the big picture and an ability to manage time accordingly
- Excellent problem-solving and trouble-shooting skills
- Good communication ensuring an ability to play well with others
- Excellent written and verbal communication
- Speed and agility applied to design problems large and small
- A proven ability to work well under pressure

In my design toolbox:

- Adobe Creative Suite, including Dreamweaver, Flash and Fireworks
- QuarkXpress, MS Office, Keynote
- Skilled in HTML coding and working with CSS
- Front-end visual design for the web
- Experienced in email marketing, creation of website assets and banner ads
- Expert in print design, pre-press production and production design including color correction, photo manipulation and photo montage

My demonstrated dynamism and relevant experience includes:

- Art direction and graphic design for print and the web
- Visual design and layout for the web
- Creation of identity systems and branding solutions for political and corporate clients.
- Creation of marketing materials, brochures, direct mail pieces, identity and brand style guidelines
- Magazine design, layout and production

Education:

Humboldt State University
Arcata, CA

Bachelor of Arts, 1996

Emphasis in graphic design and fine art

Minor in Appropriate Technology and

Environmental Studies

California College of the Arts

San Francisco, CA
Packaging Design

Academy X

San Francisco, CA

Dreamweaver

HTML

CSS

Flash

Fireworks

Landmark Education

San Francisco, CA

In-House

"Fiona pairs a sophisticated eye for design with advanced technical skills. She is one of the few art directors who can prepare a flawless mechanical, efficiently splice a layout for a web programmer, or build complex digital illustrations and composites. In nine years of working together, at three different studios, I have found Fiona to be a reliable and dedicated professional."

Amy Davidson
Former Director
of Operations /
Anderson DDB

Independent

"Fiona is a talented designer and was a pleasure to work with. She met deadlines and stayed within our budget. Most importantly, she asked all the right questions and the result was a policy report which looked professional and compelling."

Jessica Castelli
Communications
Director / Save The Bay

Freelance

"Working with Fiona was a truly professional experience that gave me confidence in the success of my projects. Her knowledge of the marketing world as well as her expertise in producing unique, impressive, eye-catching print and website assets always impresses me."

Jed Zilberberg
Technical Director
Swirl Integrated
Marketing

Swirl Integrated Marketing / San Francisco, CA

- **eBay and PayPal:** Creation of print collateral, email layouts, mini-sites, banner ads and web assets for the GE Money Credit Campaign.
- **Lennar Corporation:** Creation of marketing emails and web assets
- **eBay:** Design and production of "ProStores" brochure. Design required applying new branding to an existing template with a tricky diecut.
- **Metropolitan Transportation Commission:** Production design for the Clipper Card campaign. Produced 80 out-of-home advertising and print pieces, working within tight deadlines. Developed style guidelines for 511.org.

Fibu Design / Independent Design Professional / San Francisco, CA

- **PG&E:** Design and production of multiple direct mail pieces promoting customer sustainability.
- **Gavin Newsom for Governor:** Campaign branding, website design, and marketing materials.
- **SmartMoves, Inc:** Complete website redesign and branding update resulting in greater sales and increased click-through rates.
- **ICLEI/Local Governments for Sustainability:** Front-end design of website featuring user-contribution capability. Design and layout of marketing collateral.
- **WorkLogistics:** Wireframes, design and layout of online web application. Design of marketing website and promotional materials, including layout for Android mobile phone application.
- **ArtFirst SF:** Visual design and coding for website promoting a new artist live/work development in San Francisco. Identity creation and campaign branding.
- **Plug In America:** Design, layout and production of PIA's 2010 50-page guide to electric vehicles. Creation of ads within the guide.
- **The Breast Cancer Fund:** Design, layout and production of BCF's 130-page "State of the Evidence" report and executive summary, as well as posters promoting the report.
- **Save the Bay:** Design, layout and production of STB's 2008 policy report.

Anderson DDB / San Francisco, CA

- **OneTouch:** Production design for the OneTouch diabetes test meter advertising campaign.

Orrick, Herrington & Sutcliffe, LLP / San Francisco, CA

- Design and layout of internal communications including brochures, convention signage and event invitations. Email design and creation of web assets. Visual design and layout of intranet websites.

Storefront Political Media / Art Director / San Francisco, CA / 2001-2006

- Art director for political consulting firm serving Democratic candidates and progressive campaigns locally and nationwide
- Responsible for development and production of identity and branding campaigns, marketing brochures, advertisements, direct mail pieces, websites, and banner ads
- Visual design and coding of websites for Democratic candidates and campaigns
- Art direction and management of freelance designers; collaborated with principal and account executives on campaign branding and marketing materials.

Trees Foundation / Media Department Coordinator / Redway, CA / 1998-2001

- Grew struggling non-profit design department into a full-service provider for over 40 environmental groups and individual activists
- Provided free design services including identity development and marketing materials, design and layout of magazines, newsletters, annual reports, and brochures
- Responsible for layout and project management of quarterly in-house newsletter
- Projects handled from conception to press; coordination of printers and service bureaus; press checks; scheduling of artists and editors
- Provided workshops and training in QuarkXPress
- Managed budget for department and participated in collective decisions regarding the organization