

ISOBELLE BURTON

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GRAPHIC DESIGNER SUMMARY

- Graphic Designer with 8+ years of proven experience, excelling in brand development and digital marketing strategies, boosting customer acquisition by 30% through effective collaboration.
- Increased brand engagement by 40% for Tech Innovate through innovative design strategies.
- Led a marketing campaign that resulted in a 25% sales increase for Fashion Forward.
- Volunteer graphic designer for local NPO and recipient of the 2021 Creative Excellence Award.

WORK EXPERIENCE

CREATIVE LEAD

June 2019 - Present

Tech Innovate

- Spearheaded the redesign of the company's branding and website, enhancing user experience and consistency across all platforms.
- Managed a team of 5 designers, coordinating projects that contributed to a 40% increase in online engagement.
- Implemented new design protocols using Adobe Creative Suite, improving project turnaround time by 30%.

SENIOR GRAPHIC DESIGNER

March 2015 - May 2019

Fashion Forward

- Developed and executed a major marketing campaign, directly resulting in a 25% increase in Q4 sales.
- Collaborated with the marketing team to create visually compelling advertising materials, significantly boosting brand visibility.
- Revitalized the company's product packaging design, aligning it with the brand's ethos and market expectations.

GRAPHIC DESIGNER

July 2011 - February 2015

GreenPrint Solutions

- Led the design of eco-friendly packaging, recognized in the industry for innovation and sustainability.
- Worked closely with the marketing department to develop promotional materials that increased customer acquisition by 15%.
- Enhanced the visual presentation of the company's annual report, praised for its clarity and design excellence.

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

September 2007 - May 2011

University of Arts, New York

SKILLS

Adobe Creative Suite



Branding



Digital Marketing



Team Leadership



Creativity



INTERESTS

Passionate for photography, movies, and outdoor exercise.