

Bryan Burke

Designer | Art Director

byzriz.com

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314.478.5656



Education

Missouri State University

2010 – 2014, Springfield, Mo.

Leadership

Partnership Director

AIGA Baltimore

2021 – 2024

Communications Director

AIGA Baltimore

2019 – 2021

VP of Communications

AIGA St. Louis

2017 – 2019

Achievements

Design Ignites Change Student

Innovation Award | 2014

Eagle Scout | 2010

Skills

Interaction Design

Visual Design

Campaign & Branding

Art Direction

Rapid Prototyping

Video Production & Editing

Motion Graphics & Animation

Audio Mixing

Photography/Retouching

Visual Quality Assurance

Social Media

Adobe Creative Suite

Figma

HTML & CSS

Work

Senior Designer

idfive | 2019 - Present

Design layouts, user interactions, and prototypes for higher ed and mission-based client websites; work closely with developers through project completion.

Mentor and take lead on design process and concepting for junior designers. Provide guidance from start to finish and establish initial direction for projects.

Produce strategic concepts for advertising campaigns (digital, video, print, OOH, and social media) and provide final ready for market visual layouts.

Crafted and developed idfive's video and animation production team and established in-house production process; leading pre-production planning for video shoots and day-of camera, lighting, and audio set-up, and delegating tasks for post-production to the creative team.

Collaborate closely with account and media teams to accomplish vision and ensure that best practices are considered for each platform.

Content Designer

Nestlé Purina – St. Louis Headquarters | 2015 - 2019

Lead Designer for Purina One Dog and Cat, Treats, and Muse brands with an emphasis on social media promotion, display ads, Amazon ads, and eCommerce.

Collaborated with content managers to brainstorm, ideate, and produce engaging animated and static promotional pieces for Purina products on Facebook, Twitter, Snapchat, and Instagram.

Generated a ROAS of \$3.53 (the average for CPG Facebook norm across all brands was \$1.16 at the time)

Actively worked to define social best practices and lead the way to several paid social campaigns which produced above average results in MetrixLab, Nielsen Brand Effects, and Datalogix tests.

Lead Videographer

Millennium Productions | 2015 - 2019

Developed plans to execute the clients' vision and lead a small team of videographers during 8-12 hour shoots. Organized shot list considerations and delegated assignments to team.

Outlined day-of specifics and consulted directly with clients prior to and during weddings.

Consulted with photographers, vendors, and DJs to ensure a clear line of communication before and during weddings in order to accommodate day-of changes.