



# Jack Burden

Graphic & Digital Designer

## About

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I am a highly experienced graphic and digital designer. Throughout my career I have proven success in leading high-profile campaigns and projects to enhance the visibility of businesses and brands to achieve commercial growth.

My communication skills provide me with the foundation to create and maintain strong professional relationships with colleagues and clients alike. My interpersonal skills allow me to adapt easily to new working environments. I collaborate effectively within a team, whilst maintaining the self-discipline to deliver independently.

## Contact

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Email

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Portfolio

www.jackburden.co.uk

## Social Media

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LinkedIn

/jackburden



Instagram

@jackburden\_design

## Education

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**BA (Hons) Graphic Design** University for the Creative Arts - UCA (UK)

**BA (Hons) Visual Communication** PolyU (Hong Kong)  
(Student Exchange)

## Experience

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**Freelance Graphic Designer | Jack Burden Design (Edinburgh, UK)**  
Jan 2016 - Present

- I've collaborated with inspiring individuals on noteworthy projects that contribute to social causes and assist my clients in achieving their objectives.

### Achievements

- Consistently delivered exceptional design solutions for diverse clients, ranging from local authorities to startups, throughout my freelance career. I maintain excellent client relationships, receiving consistently positive feedback.

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**Studio Executive | Good-Loop (Edinburgh, UK)**

Nov 2022 - Oct 2023

- Led the creation of innovative ad campaigns, such as "Watch To Donate ads" and "This Ad Plants Trees," designed to foster engagement and drive social impact.
- Utilised a distinct mix of graphic design, digital expertise, CSS, and coding skills to create visually striking ads. Collaborated effectively with cross-functional teams, guaranteeing flawless execution of high-quality video advertising.

### Achievements

- Contributed to the successful Toyota campaign, designing a digital stamp to promote energy-efficient ads. This \$600k milestone marked the company's biggest achievement.

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**Digital Designer | Curious Minds Media (York, UK)**

Mar 2022 - Nov 2022

- Leading the creative department in the northern hemisphere whilst collaborating and maintaining strong relationships with key clients based in the USA
- Balanced content that promoted NFP clients with content that helped and informed the audience

### Achievements

- Implemented changes to a campaign for a UK based NFP which increased engagement by 32%



## Skills

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- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects
- Adobe Xd
- PowerPoint
- Google Slides
- Figma
- CSS

## Industry Knowledge

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- Editorial Design
- Colour Psychology
- Social Media
- Client Relations
- Digital Marketing
- Photo Retouching
- Campaign Management
- Visual Concepts
- Digital & Print Design

### Digital Designer | Avado Learning (London, UK)

Oct 2020 - Mar 2022

- Responsible for leading design projects for high-profile clients such as Google, Colgate & McCormick
- Producing technical work slides (PowerPoint & Google Slides) and template decks using a variety of platforms and software.

#### Achievements

- Produced an RAF case study which was well received throughout the business and by the CEO
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### Design Strategist | Throughline Strategy (Toronto, Canada)

Nov 2019 - Sep 2020

- Collaborating with Healthcare Strategists to generate patient emotional journey maps
- Implementing regular stakeholder meetings to discuss creative & style concepts to meet the humanistic and empathic brand values

#### Achievements

- Managed the delivery of the proposal deck refresh project, which was utilised to gain new clients
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### Graphic Designer | Ample Labs (Toronto, Canada)

Jun 2019 - Aug 2020

- Supported the creation of PowerPoint presentations as well as print materials, such as packages and posters. This was volunteer work, as Ample Labs are a non-profit startup who are trying to find solutions to the homelessness crisis within Toronto
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### Web Designer/Art Direction | Mosswriter (Toronto, Canada)

Jun 2016 - Aug 2020

- Providing expert client support to redesign, restructure and create content for websites
- Collaborating with a leading industry copywriter and brand developer to deliver high quality web design projects

#### Achievements

- Personally redesigned/rebranded entire sites for leading marketing, accountancy and agricultural clients in the US
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### Graphic Designer | Deloitte (Toronto, Canada)

May 2018 - May 2019

- Proposing, planning, designing and delivering a wide range of high-impact print and digital pursuit collateral
- Combining photography, imagery, charts, typography, conceptual thinking multimedia elements into high-impact materials

#### Achievements

- Contributed to the annual report by providing visual concepts into how FinTech is evolving in Canadian banking