



Jeffrey A Burns

704.794.4178 • Bradenton, FL • burnscreativegroup@gmail.com • burnscreativegroup.com

DELIVERING
INNOVATION
THROUGH
CREATIVE
EXPRESSION!

Passionate about Design. Play Hard, Work Harder. Pixel Pusher.

Delivering Innovation Through Creative Expression, is what I do!

SKILLS

User Experience, User Interface Design, Interaction Design, OmniGraffle, Axure, Information Architecture, Prototyping, Sketch, Creative Direction, Art Direction, Website Design, Mobile Design for both iOS & Android, Tablet Design for both iOS and Android, Responsive Web Design, Parallax, Adobe Creative Cloud, Sketch, Project Management, JIRA, Web Browser Capabilities, Typography, Color Theory, User Stories, Story Boarding, CMS Tools, Agile/Scrum Process, MAC, PC, Face to Face Client Interaction.

NOTE: Knowledge of HTML, HTML5, CSS, PHP, jQuery, Flash, After Effects, Premiere, SEO, GIT, Brand Communication, Digital marketing, A/B Testing, and Section 508 compliance.

EXPERIENCE

Senior UX Designer: Malwarebytes, August 2016 / Present

- Execute innovative UX concepts in a fast-paced environment while always keeping user needs at the forefront.
- Designed and implemented common user interface standards, system usability guidelines, design guidelines, UI Kit, wireframes, user-stories, and Axure prototypes.
- Advise and collaborate with UX designers, product managers, engineers and researcher to refine user interactions from concept to release.
- Responsible for the new creative direction for our responsive B2B cloud console.
- Support multiple projects in parallel; organize and manage assignments in a dynamic, diverse environment while meeting tight deadlines.

Independent UX and Creative Consultant: April 2015 / August 2016

Previous companies: TIAA, CapTech/Wells Fargo, Mitchell International, MJE Marketing

- Partner with Interaction Designers to conceptualize, design, build, and extend user experiences.
- Work with UX researchers to design and observe user studies and translate research findings into insights and design improvements.
- Present designs to cross-functional teams and negotiate trade-offs.
- Participated and directed in Photoshoots.
- Help lead the creative direction of rebranding.



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Senior Lead UX/UI Designer: SportsLabs, January 2013 / April 2015

- Designed and implemented common user interface standards, system usability guidelines, design guidelines, wireframes, user-stories, and HTML prototypes.
- Worked with the product development, Business Analysis, Development, and QA teams to design online user experiences.
- Responsible for mentoring younger ux designers.

Manager of UX/UI Design Services: MMF – February 2010/October 2012

- Managed and mentored groups of exempt and nonexempt employees.
- Work closely with vendors and clients to ensure projects are completed in a timely fashion.
- Managed the development of creative concepts and user experience, and production of all materials associated with the channels of distribution.
- Provided creative direction and lead the rebranding efforts.

Senior Lead Designer/HTML-CSS Dev: Active Network – July 2007/February 2010

- Worked closely with art and creative directors, user experience, software developers, illustrators, and production to brainstorm, concept, design and implement projects in accordance to the assigned client's brand standards.

Continued... (EXPERIENCE)

Senior UI Designer (Consulting): Burns Creative Group - Nov 2005/June 2007

Art Director/Project Manager: Sony Electronics Inc. - May 2004/Nov 2005

Sr. Web Designer (Contractor): FinancialAid.com, - October 2003/May 2004

Senior Interactive Art Director: ABX Interactive, Inc. - January 2002/October 2003

Jr. Art Director: Intermedia Inc. - September 2000/January 2002

Sr. Web Designer (Contractor): Emeron - September 1999/September 2000

Graphic Designer (Contractor): Holy Redeemer - March 1999/September 1999

Graphic Designer (Contractor): Bell Atlantic Directory Graphics - April 1998/March 1999

Jr. Graphic Designer (Co-Op): The Franklin Institute - June 1995/January 1996



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NOTABLE CONTRIBUTIONS

- Established and produces graphic material for use in advertising and promotion of online services and products.
- Designed and constructed web pages/sites, incorporating graphic user interface (GUI) features and other techniques.
- Maintained and provided an ongoing UI design of multiple websites, mobile apps, email campaigns, and social applications concerning promotions and advertising banners, and seasonal content specials.
- Work closely with internal groups such as Design, Sales, Marketing, IT and Product Development to drive intelligent business decisions, assisting in interface development, navigation, page flow, wireframes, graphical layout, and controlling the user experience.
- Collaborated and interacted with clients to manage the creative and instructional direction of custom projects, assessing individual needs and devising visual solutions.
- Planned, directed, coordinated, and operated all activities in a corporate office.
- Supervised creative design within business groups and directed and developed final visual image that communicates the organization's marketing objectives to the consumer.

EDUCATION

- Drexel University, Philadelphia, PA - June 1995/June 1998
- Green Mountain College, Poultney, VT - September 1993/May 1995



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PORTFOLIO SAMPLES

Clients that I've worked with:

Wells Fargo, PUMA, Coca Cola, K-State, Notre Dame, Virginia Tech, Kentucky, College Football Play Offs, Arkansas, Campus Insiders, NBC Sports, North Carolina Basketball Club and so much more.

Personal Site: (BETA)

<http://burnscreativegroup.com/>

<https://www.facebook.com/pages/Burns-Creative-Group/259485824090640>

Live Sites:

<http://www.tiaa.org>

<http://www.theacc.com/>

<http://www.themwc.com/>

<http://watchnd.tv/>

<http://sportslabs.com/>

<http://dandlstorage.com/>

Infographics

<http://burnscreativegroup.com/images/Ark-Infographic-v1.jpg>

<http://burnscreativegroup.com/images/Ark-Player-Infographic-v1.jpg>

<http://burnscreativegroup.com/images/Ark-Pre-Infographic-v1.jpg>

Responsive Website Design: Pitch Work

http://burnscreativegroup.com/images/CFP_FINALTakeOver.jpg

http://burnscreativegroup.com/images/CFP_Home2.jpg

http://burnscreativegroup.com/images/CFP_LiveTakeOver.jpg

<http://burnscreativegroup.com/images/Kentucky-home-mobile.jpg>

<http://burnscreativegroup.com/images/Kentucky-home-tablet.jpg>

http://burnscreativegroup.com/images/Kentucky_Home_Desktop.jpg

<http://burnscreativegroup.com/images/nd-home-desktop.jpg>

<http://burnscreativegroup.com/images/nd-home-mobile.jpg>

<http://burnscreativegroup.com/images/nd-home-tablet.jpg>