

Todd Burton

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Experience

Designer // Product Designer

BrandVerity (SaaS Company)
February 2015 – Current

I joined BrandVerity as the first designer hired by the company. The first major challenge I took on within the company was an in-house rebrand.

As the only designer (and in the absence of a marketing director at the time), I was responsible for every aspect of the branding process, including research, concepting, stakeholder buy-in, and execution. Deliverables included a logo, print collateral (one-pagers, business cards and letterhead), ebooks, and all social imagery.

This led to the creation of a completely new website. With a marketing director hired, I was tasked with all stages of website creation -- research, design concepts, feedback and final design approval, coding, and learning to incorporate Hubspot CMS for the marketing team.

From there, I moved to working with the product team full-time as the only product designer. Projects have included creating an in-app website review tool, product redesign concepting, and a refresh of the entire app interface. I am currently the only designer on the product team, and am responsible for design and execution (HTML and CSS) for these projects.

I've also honed some mean foosball defense skills, and am a master at snack day.

Road Trip!

Boston to Seattle

Decided to go on an adventure and make a move, with my partner, from Boston to Seattle. Stops included visiting home in Michigan, Custer State Park, Jackson Hole, and Yellowstone. Lots of bison and wine and mountains. We got to Seattle and took some time to settle into our new city.

Graphic Designer

TRO JunglBrannen (Boston, MA)
December 2011 – October 2014

Responsible for management and execution of all marketing design requests for a large architecture firm with aggressive, hard deadlines. Print work included: brochures, book layouts, illustration, branding, award submissions, posters, and photo retouching and management. Digital work included: web and social media graphics, HTML email coding & design, and presentation design. Managed relationships with in-house clients and external vendors, including photoshoot partners. Chili Cookoff Champion, 2012.

What I Use

Design

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD

Code

HTML
CSS

Data

Pendo
Google Analytics

Organization

One Note
Asana
Slack

Education

Polishing Center

Portfolio School
Graduate, 2009

Grand Valley State University

Bachelor of Arts, Advertising
Graduate, 2009

Interests

Food/Cooking
Fashion
Marketing
Photography
Travel
Craft Beer, Craft Cider, and Wine
Sports