

todd burton

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experience

brandverity I joined BrandVerity as the first design hire and quickly identified the need for a full rebrand. As the only designer (and with no marketing director), I was responsible for every aspect of the branding process: research, concepting, stakeholder buy-in, and execution. This included the logo, all print and web collateral, and the design, code, and CMS integration of the website (and, a year later, a redesign of the website with a different content approach).

visual designer 2015-2017
product designer 2017-2018

After these projects, I transitioned to the company's first product design role. Projects included creating an in-app website review tool, product redesign concepts, and a refresh of the entire app interface. Worked with product team on research, data analytics, and front-end development.

road trip! 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.

boston to seattle 2014-2015

tro junglbrannen Responsible for management and execution of all marketing design requests for an 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.

boston 2011-2014

skills

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
HTML
CSS
Pendo

education

Grand Valley State University
Bachelor of Arts, Advertising
Graduate, 2009

Polishing Center
Portfolio School
Graduate, 2009

fun

Food/Cooking
Fashion
Marketing
Photography
Travel
Beer and Wine
Sports