

Joe Burdick

Print & Web Graphic Designer

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OBJECTIVE

I am seeking experience using and building my concept and design skills to create dynamic and exciting advertising. Having worked both individually and as a team member, I have a very strong work ethic and thrive in challenging and stimulating environments.

EDUCATION

Virginia Commonwealth University – College of Humanities and Sciences MAY 2007

Awarded the Bachelor of Science in Mass Communications with a focus on creative advertising. Included studies in advertising, art, and culture abroad in Amsterdam, the Netherlands.

EXPERIENCE

Fishbowl Marketing – Web Production Specialist JUN—AUG 2008

Prepped and tested email and mobile-based advertisements for the restaurant industry in the American and European markets.

KBGD – Freelance Designer MAY—JUN 2008

Assisted creative director with the production of print and digital materials for brochures, ads, logos, presentation binders, CD covers, web sites, and interactive kiosks.

White + Partners Advertising – Freelance Art Director MAR—APR 2008

Worked with creative director to handle production work for Verizon and to concept, design, and comp up ads for a newspaper strip in the Washington Post for the Nationals baseball team.

TMP Worldwide – Designer & Junior Art Director JAN—MAR 2008

Concepted and created a number of print and web brand materials for the Missile Defense Agency.

Worked alongside account Art Director, Copywriter, and Creative Director to create branding materials such as datasheets, website design mockups, banner stands, dynamic Flash ads, URL cards, newspaper inserts, spreads, the main, mini, and college brochure. Initially working under a temporary contract as a purely support role, I quickly proved to be a talented and conceptual thinker and was promoted from Production Artist to Junior Art Director. Recommendation letter available upon request. One of the ads that I helped write and design was submitted by the team to the Addy Awards.

Breensmith Advertising – Freelance Art Director OCT 2007

Worked alongside creative director to design in-bar promotional advertising for Fádo, an Irish Pub with 14 locations. Materials produced included placemats, 2 large posters, and beer coasters in preparation for their St. Patrick's Day celebration.

National Crime Prevention Council – Media Relations Associate JUL 2004—DEC 2007

Contributed to nationally distributed cyber-bullying and identity theft TV public service announcements.

Assisted in the management of the organization's brand icon, McGruff the Crime Dog®; fostered non-traditional media and advertising opportunities for NCPC and conduct aggressive media outreach for the National Citizens' Crime Prevention Campaign; assisted in the development process of production for television public service announcements; acted as liaison between NCPC spokespeople and the mass media including major television networks, newspapers, and magazines; handled daily media inquiries, scheduled television and phone interviews; prepared talking points, press releases, and media kits; and helped promote NCPC story lines.

Virginia Commonwealth University – Print Advertising Designer JUN 2006—MAY 2007

Responsible for concept, design, copywriting, and production of four posters that were prominently displayed throughout campus twice in the Fall semester and twice in the Spring semester.

Worked as part of a 2-person team with a Creative Director on print concepts for a collection of VCU-hosted speaker series called “Creating & Consuming Culture in the Digital Age”. The yearlong series of events focused on the impact of digital technologies on contemporary culture, humanities, and arts.

Virginia Commonwealth University – Web Designer & Host JUN 2006—MAY 2007

Responsible for all design, development, and hosting of the VCU speaker series website. The site, developed using CSS, PHP, and JavaScript, presented PDF forms, dates, and profiles of all events and speakers.

Mediaflux – Web/Print Advertising & User Interface Designer JUN—AUG 2006

Worked under the president and alongside the head software designer developing MediafluxOrchard, a multi-user, web-based presentation software intended to compete with Microsoft PowerPoint. Designed and developed web presentations for Anthem Blue Cross/Blue Shield and assisted in design of web graphics for Farm Fresh, a Hampton Roads-based grocery chain. Designed print media for touring bands.

MENTIONABLE

Addy Awards – Junior Art Director & Co-copywriter, TMP Worldwide submission 2008

Participated in One Show Competition – Art Direction 2007

TECHNICAL SKILLS

OPERATING SYSTEMS	Mac OS 10.1+, Windows XP+, Linux
PROGRAMMING	HTML 4.01, CSS 2, minor PHP, minor Javascript DOM scripting (jquery)
SOFTWARE	Adobe Creative Suite 3—Photoshop, Illustrator, Fireworks, InDesign, Dreamweaver Microsoft Office—Excel, Outlook/Entourage, PowerPoint, Word, Publisher iWork—Pages, Keynote iLife—Garageband, iPhoto, iMovie HD, iDVD, iWeb

PROFESSIONAL REFERENCES

Rick Lee

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TMP Worldwide
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