

Design Firm Expertise

- Three years in lead role innovating graphics and web designs
- Three years introducing changes as a marketing coordinator
- Ensuring positive outcomes for customers with different graphic needs
- Program director and project coordinator for industrial design applications
- Exhibit a highly creative ability to produce identity, branding, and marketing materials for web applications

Web Expertise

- Three years researching and applying the latest techniques & technologies for website development
- Developed a series of websites utilizing Flash, HTML, CSS, and Web 2.0 technologies
- Redesigned four client websites-improved navigation, functionality and accessibility
- Designed web pages for larger websites to improve branding at specific retail locations

Visual Design Expertise

- Four years broadening skills as a paid visual artist in Northern California
- Established iconography, written content, pallets for color, and layouts
- Redesigned brochures, letterheads, business cards, and web appearances
- Followed projects from conceptualization through post-production
- Designed and published *Althea Gibson: Born too Soon*-a commemorative DVD box set

Marketing Expertise

- Three years as internal champion for marketing initiatives for a variety of clients
- Produced posters, post cards, HTML e-mails, and press releases targeting specific audiences
- Monitored marketing campaign metrics-improving readership and website use
- Developed better response rates from distributed mass mailing campaigns

Innovation Expertise

- Designed, developed, and produced *Little Explorers, Multi-Lingual CD-Rom* for children age 3-5
- Assisted in the development of high school visual arts curriculums for the *Community Bench Project and the Kite Project*
- Consulted on the development of sustainable design curriculums for the *SoLed* project
- Facilitated inner city youth workshops on *How to Create a Duct Tape Wallet*

Project Management Expertise

- Understanding of design theory and use of practical techniques in individual and group approaches to problem solving
- Examination of contemporary strategies and professional practices in the field of graphic communications

Studio Art Expertise

- Integration and application of drawing techniques
- Interpretation of the human figure, line drawing, shading, color, for-shortening, bone structure, and abstraction
- Manipulation of sculptural figures, wheel throwing, hand building, firing, and glaze mixing
- Designed copper, silver and bronze metal work, soldering, pulling wire, and filing
- Understanding of black and white printing, manual photo shoots, and development of film
- Interpretation of color, abstraction, and tone
- Utilized plaster, cheese cloth, and styrofoam through self-interpretation

Computer Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Flash
- Adobe Dreamweaver
- Adobe After Effects 6

Holly Burton

Graphics & Web Design Artist

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- HTML Design
- CSS Design
- Mac & PC Platforms
- Microsoft Office
- Microsoft Project Manager

Languages

- English
- American Sign Language

Keywords

- Generous
- Self Starter
- Knowledgeable
- Creative
- Hard Working
- Enthusiastic

Education

- MA | San Francisco State University, 2009
Department of Design and Industry
Graphic Communications and New Media
- BA | Humboldt State University, 2006
Degree: Studio Art and Art Education
Certificate: Museum and Gallery Practices

Professional Experience

- 2010-Present | Web Master
Center for Disease Control, Atlanta, GA
Working with the ITSO department to facilitate and maintain their Intranet
- 2010 | Web & Graphic Designer
Manpower, Oakland, CA
Designed and built websites for the College of Alameda and the City of Alameda
- 2009-2010 | Graphics and Marketing Assistant
Colliers International and Grubb & Ellis, Walnut Creek, CA
Implemented marketing, graphics and web initiatives for Deborah Perry and Ron Willet
- 2006-Present | Graphic Designer and Web Development
Kurt Burton Photography, Castro Valley, CA
Redesigned the company's identity, brochures, flyers, posters and web appearance
- 2008-2009 | Student Director
Industrial Design Outreach, San Francisco State University
Guided 60 university and high school students in experiential interdisciplinary studies
- 2006-2009 | Web Development and Senior Designer
Industrial Design Outreach, San Francisco State University
Developed marketing initiatives and websites using Flash, HTML, CSS, and Web 2.0
- 2007 | Graphic Designer
For-Site Foundation, Nevada City, CA
Designed iconography, pallets for color, and layouts for the foundations property map
- 2006-2007 | Graphic Designer
Athletic Department, San Francisco State University
Designed bookmarks, brochures, programs, and flyers for the universities athletic events
- 2005 | Graphic Design and Marketing Intern
Ferndale Repertory Theater, Ferndale, CA
Designed posters, flyers, brochures, and mailers for the theaters 2005-06 season



Screening & Exhibition Record

- Young at Art, 2008 & 2009
Thurgood Marshall Academic High School and San Francisco State DeYoung Museum, San Francisco, CA
- Design and Industry Student Exhibit, 2007-2009
San Francisco State University, San Francisco, CA
- Graduate Creative Work Show, 2007-2008
San Francisco State University, San Francisco, CA
- Portfolio Nite, 2007
San Francisco State University, San Francisco, CA
- International Council of Societies of Industrial Design, Connecting '07
San Francisco, CA
- Graphic Design Student Show, 2003
Humboldt State University, Arcata, CA

Conference & Visiting Artist Lectures

- International Council of Societies of Industrial Design, Connecting '07
Invited to present work done on the Industrial Design Outreach web site.
- Portfolio Nite, 2007
Invited to speak and present work done with the Industrial Design Outreach organization.
- Prototype to Product–SFO International Design Exhibit, 2007
Assisted in organizing and hosting the opening party and tour of the “Prototype to Product”.

Professional Memberships

- Epsilon Pi Tau
- Industrial Designers Society of America
- Industrial Design Student Association

Awards & Recognitions

- Recipient of Distinguished Graduate Student Award, 2009
- DeYoung Museum *Young at Art* Featured Artist, 2008 and 2009
- Featured Artist-Design & Industry Student Show, 2007, 2008 and 2009
- Industrial Design Student Association: *Design Bytes*–Featured Columnist, 2008
- SF Chronicle–Front page story on Industrial Design Outreach, 2008
- Featured Artist–San Francisco State Graduate Creative Work Show, 2007 and 2008
- International Council of Societies of Industrial Design, *Connecting '07* Featured Artist

Extracurricular Activities

- Web master at www.hollyburtondesigns.net
- Epsilon Pi Tau
- Industrial Design Outreach
- Industrial Design Student Association
- Humboldt State Women's Rowing, 2001-2006; Captain 2005-2006

