

# JOE BURDICK

## DIGITAL CREATIVE

 JOEYLABS.COM  
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 @JFTF

### EXPERIENCE

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#### David's Bridal – Front-end Designer/Developer DEC '08–PRESENT

Responsible for the look and feel of hundreds of email blasts, all web banner ads, web/email features and landing pages for the country's largest bridal retail store and its sister site, OurWeddingDay.

Redesigned corporate styleguide, website, branding, logged-in vendor control panel, and subsequent content pages. Directed Symbio, back-end developers located in China until Fall 2009 when the company expanded and the designer/developer role became more specialized.

#### JOEY – Front-end Designer/Developer AUG '08–PRESENT

Project managing other designers and developers as well as designing and developing digital materials myself. Work includes identity, websites, email blasts for reoccurring clients such as Tambaran Tribal Art Gallery, Snowden River Liquors, Sarah Getto Photography, and more.

#### Fishbowl – Email Designer & Developer JUN—AUG '08

Developed HTML and Text emails, optimizing, debugging and testing emails for usability and deliverability, scheduling the broadcast of emails, managing and debugging client's loyalty programs including HTML and scripting based forms.

#### KBGD – Freelance Designer MAY—JUN '08

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

#### White + Partners Advertising – Freelance Art Director MAR—APR '08

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 – Freelance Designer & Junior Art Director JAN—MAR '08

Created a number of print and web brand materials for the Missile Defense Agency working 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 in conceptual thinking and was promoted from production artist to junior art director. Recommendation letter available upon request.

#### Breensmith Advertising – Freelance Art Director OCT '07

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.

### EDUCATION

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Virginia Commonwealth University  
College of Humanities and Sciences  
SPRING '07

Awarded Bachelor of Science in Mass Communications with a focus in Creative Advertising.

Studied abroad in Amsterdam.

### FURTHERED EDUCATION

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Third Ward Art & Design Center  
SUMMER '10

Attending School of Visual Arts  
Interaction Design Intensive  
SUMMER '11

### SKILLS

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#### OPERATING SYSTEMS—

OS X, Windows, Linux, iOS, Android

#### PROGRAMMING—

HTML 4.01, CSS 3, JQuery, minor PHP  
SOFTWARE—

Photoshop, Illustrator, InDesign,  
Dreamweaver, Excel, Outlook,  
PowerPoint, Word, Publisher, Pages,  
Keynote, Aptana Studio, TeamViewer

### REFERENCES

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Available upon request.

### NOTES

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