

# VICTOR BURNETT

A creative with a passion for marketing



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## A LITTLE BIT ABOUT ME

I was born in Brazil and moved to Canada in 2009. That's right, I left the sunny beaches for the snow of the north... and I couldn't be happier!

I graduated in Advertising and Marketing, focusing my studies in the creative fields. Since then, I have worked in both advertising / marketing agencies and in-house marketing/creative departments. This allowed me to learn a ton and work in both highly creative and data-driven environments. Strategy, data analysis, optimization and coding are some of the skillsets I picked up along the way. But my true passion lies in digital & interaction design and user experience. Being creatively hyper, I'm always looking for new challenges and learning new things. Right now I'm studying game design and development in Unity3D as I'm curious to learn more about VR, AR and MR.

I'm a huge F1 and football (commonly known as soccer in the northern hemisphere) fan, I love cooking and all sorts of artistic expressions. And, as all good Brazilians, I can't live without BBQs.

## MY EXPERIENCE IN A NUTSHELL

- Currently working as an Art Director at Konversion. Prior to this, I've held the positions of Creative / Web / Lead Designer (Caesars Interactive Entertainment, Playboy.com, Lavasoft, Lulu Software), Online Creative Director (Peppr Comunicação) and Art Director (TV1.com & Comunicata Comunicação, as a junior).
- Experience working in advertising and marketing agencies (Konversion, Peppr Comunicação, TV1.com, Comunicata Comunicação) as well as working in in-house marketing departments (Caesars Interactive Entertainment, Playboy.com, Lavasoft, Lulu Software, Brasília International Film Festival and Interlegis).
- My main expertise is in digital & interactive design, conception and ideation of marketing campaigns.
- Advanced knowledge of UX Design, wireframing and user testing.
- Advanced knowledge of HTML & CSS, with good working knowledge of javascript / jQuery and PHP. Intermediate to advanced knowledge of WordPress and WP theme development.
- Strong drawing / illustration skills.
- Experience with photography, animation and video/audio editing.
- Knowledge of 3D Modeling, Rigging and Texturing.
- (An enthused) Beginner in Game Development: Unity 3D & C# (focused on Unity3D) and interested in learning VR, AR and MR, as well as the relevant software (vvvv and TouchDesigner).



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## WORK EXPERIENCE

### KONVERSION (ACCENTURE INTERACTIVE) - Art Director

*October 2014 - Present*

My main function as Art Director at Konversion is to find data-driven creative solutions for our clients' campaigns focusing on continuous optimization of conversions.

- Ideation of marketing, remarketing and content strategies and tactics for top clients;
- Continuous campaign optimization based on collected data;
- Data analysis to support creative meetings, analysis reports and optimization efforts;
- Website, landing page and banner design, ad hoc visual material production;
- UX & UI analysis based on research, user data and industry trends;
- Presentation of campaign strategy & tactics, wireframes and creatives to clients;
- Collaboration with development team on integration efforts (HTML, CSS, javascript / responsive);
- Kio.to Ad Manager: user testing, UX and UI design on the proprietary platform.

### FREELANCER - Online & Offline

*June 2006 - Present*

Freelancing has helped me develop skills that complement what I do in my day-to-day. Taking on diverse projects, I experiment and learn various fields such as e-learning, apps and AR / VR environments.

Some of the highlights include:

- Project Management and management of client / third party expectations, coordinating and collaborating with all parties involved a the project.
- Ideation: Marketing strategy and tactics;
- Digital & interactive design (websites, apps, digital ads) / UX design (wireframing and usability tests);
- Branding: logo conception and brand identity design;
- Advertising (ideation, sketches and production and / or direction);
- Data Analysis and Campaign Optimization;
- Illustration, photography and photo editing;
- Front-end development (HTML, CSS, javascript, PHP, WordPress, responsive design);
- 3D modeling and texturing;

### CAESARS INTERACTIVE ENTERTAINMENT - Creative Designer *for the* World Series of Poker / Caesars and Harrah's Casino

*January 2014 - October 2014*

- Ideation of marketing campaigns (both digital and print) and design of relevant creatives;
- Active participant in the development of the new look-and-feel for the WSOP website;
- Design of landing pages and proposals for alternative solutions for campaign optimization;
- Creation of in-game assets and screen layouts;
- Copywriting and translation (English-Portuguese) for landing pages and other relevant material;
- Creation of spec sheets and other documentation to organize the efforts of geographically disperse teams.



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## **PLAYBOY.COM - Web Designer** *in the Marketing Department*

*October 2011 - January 2014*

- Ideation and execution of marketing and editorial campaigns for clients advertising and / or sponsoring content on the website;
- Contributor to the development of marketing strategies and tactics;
- Design of editorial infographics, content images and page headers;
- Creation of advertising and marketing assets for Playboy's internal marketing, social media and editorial teams;
- QA of developed pages and editorial content;
- UX design on complex projects;
- Creation of multiple Playboy.com microsites and social media pages.

## **LAVASOFT - Web Designer** *for the in-house Marketing Department*

*March 2010 - October 2011*

- Creation of landing pages and product pages for the Lavasoft product family;
- Design of banners and marketing materials for Lavasoft's marketing campaigns;
- Design of digital packaging and in-software banners and screens;
- Continuous landing page and campaign optimization;
- UX studies, UX design and wireframing.

## **LULU SOFTWARE - Lead Designer** *for Soda PDF and consultant on other Lulu Software brands*

*March 2010 - October 2011*

- Redesign of the Soda PDF brand and product line;
- Ideation of landing pages and product pages;
- Design of banners and marketing materials for marketing campaigns;
- UX studies & research, user testing and wireframing;
- Data analysis, focusing on landing page and campaign optimization;
- Creation of 3D assets (modeling and texturing) for product placements in advertising and marketing efforts;
- Integration of Soda PDF's website and landing pages using HTML/PHP, CSS & javascript.

## **NETAVANCE - Web Designer**

*February 2009 - March 2010*

- Design of websites and other graphic materials for our clients' and internal needs;
- Ideation of marketing and advertising campaigns;
- Creation of websites and interactive apps / modules in ActionScript (Flash);
- Website integration in HTML / PHP, CSS & javascript;
- Ongoing collaboration with account manager on alternate solutions for clients' needs;
- Optimization of project workflows, improving productivity;
- Led the evolution of the company's service approach, away from template-based design to custom-built solutions.



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## **PEPPR COMUNICAÇÃO - Digital Creative Director (São Paulo) / Senior Web Designer (Brasília)**

*February 2008 - November 2008*

- Creative direction for political campaigns for the candidates for mayor in São Paulo, Curitiba, Campinas and Ribeirão Preto
- Design of a website for the São Paulo campaign, recognized by media as one with innovative design standards and technological innovations;
- Collaboration with the Offline Creative Director to ensure all campaign elements were unique, awesome and on-brand;
- Ongoing management of a team of designers and developers;
- Creation of a series of short interactive videos of the history of São Paulo;
- Design of interactive assets to help promote the candidates (e.g. video games);
- Conception of viral campaigns;
- Design of microsites, interactive display ads and animations as Senior Web Designer.

## **TV1.COM - Web Designer *for the* Bank of Brazil team**

*September 2007 - February 2008*

- Design of websites for the Bank of Brazil's intranet and special projects;
- Creation, coding and animation of interactive banners;
- Design of widgets and apps for the bank's intranet;
- Flash animation for special projects using ActionScript;
- Creation of interactive media to promote the bank's Cultural Center (CCBB).

## **INTERLEGIS - Art Director**

*July 2005 - December 2005*

- Conception and design of ads to promote the Brazilian Senate's citizenship incentives;
- Creation of marketing materials for the Senate;
- UX analysis of the websites and intranet portals.

## **COMUNICATA COMUNICAÇÃO - Intern/Junior Art Director**

*February 2005 - May 2005*

- Collaboration with other Art Directors and Copywriters to conceive ad campaigns for the clients;
- Ideation of TV and radio spots in partnership with copywriters;
- Contribution to advertising strategies;
- Participation in RFPs.

## **FICBRASÍLIA 2004 - Volunteer Art Director *in the* Marketing Department**

*July 2004*

- Design of the festival newsletters and promotional materials used in the festival grounds;
- Simultaneous translation during presentations and panels (English-Portuguese);
- Assisting at the Welcome Center for international participants.



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## EDUCATION

**CONCORDIA UNIVERSITY** - Continuing Education ▪ Diploma in **Photography** (in progress)

*July 2012 - current*

**CONCORDIA UNIVERSITY** - Continuing Education ▪ Certificate in **Graphic Design**

*July 2011 - July 2012*

**UNICEUB** - Bachelor's Degree in **Advertising & Marketing**

*February 2001 - July 2005*

## HONORS & AWARDS

### PRIX MÉDIA 2017

Nominated for "Best use of search engines" on the belairdirect campaign (Konversion).

### CANADIAN ONLINE PUBLISHING AWARDS 2013

Nomination in 2 categories for the Canadian Online Publishing Awards for the WRG Magazine website:

- Best Website Design
- Best Overall Online-Only Publication Website

### 21<sup>ST</sup> COLUNISTAS DE BRASÍLIA

**CATEGORY:** Produtos e Serviços de Lazer e Recreação (Products and Services in Pleasure and Recreation)

**SILVER:** "Balança", COMUNICATA for Meliá Brasília / Fitness Brasil. Creative Director: Marcelo Benini and Patricia Rosset. Copywriter: Marcelo Benini and Luiz Arthur Vasconcelos. Art Direction: Victor Burnett and Daniel Cabral. Studio: Fernando Borges. Project Managers: Bárbara Siqueira. Approval: Plínio de Souza and Pécio Mello Jr.

## MY FAVOURITE TOYS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, AfterEffects, Audition)
- Axure RP Pro & Adobe XD (Experience Design)
- Maya 3D & Unity 3D (learning C# for Unity3D)
- Google Analytics, Data Studio & AdWords
- Google Docs & Microsoft Office Suite
- Sublime Text & GitHub
- Learning vvvv & TouchDesigner



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