

CHAD S. BURNETT

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CAREER GOAL

To create beautiful, impactful design while continuing to grow as a creative professional

KEY SKILLS

- Web, print and animation design using Adobe Creative Cloud
- Highly experienced in UI/UX design while adhering to (WCAG) accessibility guidelines
- 20 year history of working with a wide array of brands including Southwest Airlines, Chase, Dr. Pepper, Eurocopter, Deloitte, MLB, NCAA & The UNT College of Music
- Proficient in HTML and CSS with a working knowledge of PHP and Javascript

PROFESSIONAL EXPERIENCE

Senior Designer | Southwest Airlines | September 2015 - Present

- Produce a high volume of assets for a diverse range of internal and external partners
- Played a key role in the remediation of Southwest.com to comply with the DOT's web accessibility mandate
- Held responsible for designing, coding and deploying content for Southwest.com

Creative Director | Magic Logix | April 2009 - September 2015

- Served as lead designer for the Dallas-based digital marketing solutions provider
- Designed web and print marketing materials for a wide array of external clients
- Created and maintained the internal branding aesthetics for the Inc. 500 awarded company

Freelance Graphic Designer & Web Developer | July 2008 - March 2009

- Designed for print and web while taking on occasional development duties for a variety of clients

Web Designer & Developer | BWC Creative | August 2007 - September 2008

- Designed and developed enterprise websites
- Met with clients to gather requirements and suggest solutions during all project phases
- Responsible for print design including large format ads, posters and mailers

User Interface Architect | Insala | July 2003 - August 2007

- Oversaw the aesthetics of all web-based applications for the career services technology firm
- Served as lead creative, overseeing the output of all in-house and virtual designers
- Responsible for the design and maintenance of the company's corporate and partner websites

Web Developer | MyDiscountBroker.com | January 2001 - August 2002

- Maintained the online brokerage firm's website
- Developed websites for internal subsidiaries and created various design assets for all clients

Web Designer | Southwest Securities | June 1999 - January 2001

- Designed corporate websites and marketing materials using Photoshop and Illustrator

EDUCATION

Bachelor of Arts and Sciences | University of North Texas | Fall 1995 - Fall 2000
Advertising Major, Marketing Minor