CHAD BURNETT

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OBJECTIVE

- Accomplished senior digital designer with a 20+ year career in crafting compelling design that resonates with target audiences, enhances brand awareness and drives tangible results. Seeking to leverage my versatile skillset by joining a dynamic team in a senior designer role.

KEY SKILLS

- Digital, print and motion design using tools including Figma and 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, General Mills, Dr. Pepper, Eurocopter, Deloitte, MLB, NBA, NHL and NCAA
- Proficient in HTML and CSS with a working knowledge of PHP and Javascript

PROFESSIONAL EXPERIENCE

Digital Designer | General Mills | November 2022 - December 2023
- Designed engaging digital and print creative for GM's Blue Buffalo brand
- Used Figma to craft email creative, organic social assets as well as multiple forms of paid media
- Created monthly digital content for the Blue Buffalo Buddies App

Senior Designer | Southwest Airlines | September 2015 - October 2022
- Produced a high volume of assets for a diverse range of internal and external partners
- Played a key role in the remediation of Southwest.com, making the site WCAG compliant
- Designed, coded and deployed content for Southwest.com

Creative Director | Magic Logix | April 2009 - September 2015
- Served as lead designer for the Dallas-based digital marketing agency
- Created and maintained the internal branding aesthetics for the Inc. 500 awarded company
- Designed digital and print marketing materials for a wide array of external clients

Freelance Graphic Designer & Web Developer | July 2008 - March 2009
- Crafted digital and print creative 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, in-store signage and direct mail pieces

User Interface Architect | Insala | July 2003 - August 2007
- Oversaw the aesthetics of all HR applications for the career services technology firm
- Served as lead creative, overseeing the output of all in-house and contract designers

EDUCATION

- Bachelor of Arts and Sciences | University of North Texas