

CHAD BURNETT

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I'm an accomplished designer with a 20+ year career in crafting compelling creative that resonates with target audiences, enhances brand awareness and drives results.

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

EXPERIENCE

Freelance Graphic Designer | Jan 2024 - Present

- Craft digital and print creative for a variety of clients

Digital Designer | General Mills | Nov 2022 - Dec 2023

- Designed engaging 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 Blue's Buddies App

Senior Designer | Southwest Airlines | Sep 2015 - Oct 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 | Apr 2009 - Sep 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

Web Designer & Developer | BWC Creative | Aug 2007 - Sep 2008

- Designed and developed enterprise websites as part of the firm's emerging web division
- Created an SEO-enriched marketing plan for all future site launches and online marketing endeavors
- Responsible for print design, including large-format ads, posters and mailers

User Interface Architect | Insala | Jul 2003 - Aug 2007

- Oversaw the aesthetics of all web-based applications for the career services technology firm
- Served as creative director and manager for all in-house and offshore designers
- Responsible for the design and maintenance of all corporate and partner websites

EDUCATION

- Bachelor of Arts and Sciences | University of North Texas

PORTFOLIO

- Please view samples of my work at www.chadburnett.com