



JON BURTON

www.JONBURTONDESIGN.com

WEB DESIGN + GRAPHIC DESIGN + VIDEO
CSS3/ HTML5 + BRANDING + WORDPRESS

(407) 607-3370
jon@jonburtondesign.com



EXPERIENCE

FRONT-END DEVELOPER

September 2016 — January 2018
Direct Hire | Full-Time

WEB DESIGN/ PROGRAM ANALYST & TALENT ACQUISITION

March 2016 — September 2016
Contractual | Special Project

FRONT-END DEVELOPER

March, 2014 — March, 2016
Direct Hire | Full-Time

VISUAL DESIGN & DEVELOPMENT CONSULTANT

April 2013 — February 2014
Direct Hire | Full-Time



EDUCATION

ASSOCIATE IN WEB DESIGN & INTERACTIVE MEDIA

Sept 2005 - June 2007

BACHELOR OF ART IN GRAPHIC DESIGN

Sept 2002 - June 2005

CRYSTAL CLEAR DIGITAL MARKETING | ORLANDO, FL

- Successfully branded cosmetic and dental practice websites with custom logos, font and look feel
- Working knowledge of Adobe CC including, Photoshop, Indesign, Illustrator, DreamWeaver, After Effects, Edge Animate and Media Encoder CC
- Successfully created branding graphics for clients print campaigns and drip email marketing initiatives
- Worked collaboratively with clients to build, schedule and QA email and social media marketing campaigns
- Designed HTML5 drip email campaigns for multiple clients to advertise newsletters and product specials
- Created videos, animated images and multimedia assets with Adobe CC, After Effects and Edge Animate
- Executed front-end web development using hand-coding HTML5 and CSS3 in Wordpress Framework
- Worked with Creative Director to create a client-facing email campaign builder with pre-designed templates
- Mentored junior designers on graphic/web designs trends, best practices and effective composition layouts
- Successfully optimized landing pages using Google Analytics and Adobe Sitecatalyst/Omniture

THE WALT DISNEY COMPANY | ORLANDO, FL

- Monitored Disney's online job portal to analyze user behavior and click rates to generate SEM paid search reports
- Created retargeting tags via Tealium Tag Manager to track, user click behavior on Disney's global career portal
- Analyzed low metrics using Adobe Sitecatalyst/Omniture and implemented ideas to improve click rates
- Added Indeed tags to analyze data from Indeed server hand-off through Disney's job application process
- Worked in Disney's job portals via Safari/ Chrome/ Firefox developer consoles to debug and test retargeting tags
- Designed wireframe concepts and mobile-first UI/UX for Disney's global job portal website
- Updated CMS with new content, brand images and ensured page layout displayed properly on desktop and PC

CDP ORLANDO | ORLANDO, FL

- Conceptualized and designed political campaign collateral, T-shirts/hats and magazine layouts for advertisements
- Successfully story-boarded and produced television commercials for immediate cable broadcast locally
- Designed business cards, stationary, flyers, book covers, billboards and other print pieces for advertising
- Utilized Adobe Photoshop, InDesign, Illustrator and Adobe Acrobat Pro to create dynamic print collateral
- Conceptualized and designed HTML5/CSS3 emails for large enterprises and small business startups
- Utilized mobile responsive media queries for mobile-first HTML/CSS design within Wordpress framework
- Successfully reformatted Wordpress themes with Visual Composer, CSS3/ HTML5, JQuery and Bootstrap library
- Tested URL's for special characters, length, file extensions, complexity and uppercase characters.
- Integrated payment gateways and merchant API's such as PayPay to sync with CMS eCommerce functions
- Coded for web in staging environments and Managed WordPress server including site migrations/URL redirects

PANDERA SYSTEMS | ORLANDO, FL

- Designed company corporate brochures, training documents and product catalogues for print and online
- Successfully produce company videos utilizing After Effects to advertise events, new products and services
- Design interface mockups, wireframes and UI/UX concepts for visual references used in development
- Designed visual assets needed to build interactive IOS data driven dashboards within a Microstrategy Framework
- Traveled on site to work with our remote development team as a Visual Designer & Development Consultant
- Designed event flyers, Keynote speaker "Save-the-Dates" and magazine advertising for internal marketing initiatives
- Created dynamic branding images for use on company's blog post, social media pages and company website

ART INSTITUTE OF ATLANTA - ATLANTA, GA

The Web Design & Interactive Communications Diploma program is designed to teach students how to create the look, feel and functionality of World Wide Web pages for client Web sites with a specific emphasis on professional standards and practical deployment.

LOUISIANA TECH UNIVERSITY - (COURSE WORK APPLIED) - RUSTON, LA

The School of Design at Louisiana Tech University administers three undergraduate degree programs, the Bachelor of Science in Architectural Studies, the Bachelor of Interior Design, the Bachelor of Fine Arts and two graduate degree programs, the Master of Architecture and the Master of Fine Arts.