



☎ 407.607.3370 ✉ JON@JONBURTONDESIGN.COM

“Jon Burton is a creative professional and has become the industries most requested designer.”

## EXPERIENCE

### Digital Marketing Designer

Sept 2019 - Current

### MARKET TRADERS INSTITUTE INC. | ORLANDO, FL

- Created visually-compelling content with a strong call-to-actions for multiple mediums
- Design packaging and branding elements for digital products
- Created mock-ups for design assets and applied modifications based on feedback
- Developed marketing materials, such as sales and marketing funnels, live event registration pages, still video graphics, and email creative that drive action
- Collaborated with the sales and marketing teams to design sales enablement materials within Powerpoint
- Design digital mockups of our products that show the value and entice people to take action
- Created digital advertising for GoogleAds, Facebook, social media, newsletters, etc.

### UI/UX & WEB DESIGN

January 2019 - September 2019

### EPIC ENGINEERING & CONSULTING GROUP, LLC | WINTER SPRINGS, FL

- Developed prototype concepts using Adobe CC, Sketch, Photoshop, and Adobe XD concept designs
- Rebranded company online presence and helped launch new product and services website
- Created UI/UX layouts and provided development support for Florida's Turnpike NEXUS application
- Collaborated with team on implementing new features and UX in existing application releases environment
- Developed working HTML5/CSS3/BOOTSTRAP prototypes from UI designs for cross-platform devices
- Utilized Chrome Developer Tools to ensure front-end code and assets were optimized and high-quality

### GRAPHIC/WEB DESIGNER

September 2019 - January 2019

### GLOBAL-5 COMMUNICATIONS | ORLANDO, FL

- Assisted in developing handouts and outreach, and training materials for Central Florida I-4 commuters
- Translated complex engineering schematics into simplified and clear illustrations and maps
- Illustrated I-4 detour maps for construction phases including road closures, new on/off ramps and overpasses
- Assisted in the development and maintenance of responsive websites and I-4 related e-newsletters
- Created animated detour maps for television broadcast, online and misc. emergency alert boards
- Created Illustrated maps in Adobe Illustrator for the I-4 Ultimate and I-4 Ultimate Beyond project

### FRELANCE DESIGNER

January 2018 - September 2019

### CRYSTAL CLEAR DIGITAL MARKETING | ORLANDO, FL

- Working knowledge of Adobe CC including, Photoshop, Indesign, Illustrator, DreamWeaver, After Effects.
- Successfully created branding graphics for clients print campaigns and drip email marketing initiatives
- 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 layout

### WEB & GRAPHIC DESIGN

September 2016 - January 2018

### THE WALT DISNEY COMPANY | ORLANDO, FL

- Analyze user behavior and click rates to generate SEM paid search reports
- Created retargeting tags 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 test retargeting tags
- Designed wireframe concepts and mobile-first UI/UX for Disney's global job portal website
- Updated CMS with new content, images and ensured page layout displayed properly across devices

### UI/UX & WEB DESIGN

March 2016 - September 2016

### CDP ORLANDO | ORLANDO, FL

- Conceptualized political campaign collateral, T-shirts/hats and magazine layouts for advertisements
- Successfully story-boarded and produced television commercials for immediate cable broadcast
- 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 CSS3/ HTML5, jQuery and Bootstrap library
- Tested URL's for special characters, length, file extensions, complexity and uppercase characters.
- Integrated payment gateways and merchant AP I's such as PayPay to sync with CMS eCommerce functions

### WEB & GRAPHIC DESIGN

February, 2014 - March, 2016

### UI/UX & WEB GRAPHIC DESIGN

April 2013 - February 2014

### 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 n 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 print advertising for marketing initiatives

## HONORS & AWARD

- **NAVY & MARINE CORPS ACHIEVEMENT MEDAL**  
JAN 2004

### **NAVY & MARINE CORPS ACHIEVEMENT MEDAL | UNITED STATES OF AMERICA**

"Meritorious service or achievement in either combat or noncombat situations based on sustained performance or specific achievement of a superlative nature but which does not warrant a Commendation Medal or higher."

## MILITARY SERVICE

- **UNITED STATES NAVY (USN)**  
JAN 2000 - MAR 2004
- **RECRUIT TRAINING COMMAND**  
2000 - 2000

### **E3/SN BOATSWAIN'S MATE | UNITED STATES**

Deployed in Operation Enduring Freedom (OEF) engagements. Pacific Fleet (USPACFLT) sailor aboard USS Russell DD59 - Pearl Harbor Naval Station, Hawaii

### **NAVY/MARINE ROTC, NAVAL SCIENCE AND OPERATIONS | USO OF ILLINOIS GREAT LAKES CENTER**

Recruit Training Command (RTC) Great Lakes is the Navy's only recruit training facility. Better known as "boot camp", recruit training involves a change in the mental and physical capacity of the new recruit.

## EDUCATION

- **A.A WEB DESIGN & INTERACTIVE MEDIA**  
MARCH 2007 - JUNE 2010
- **BACHELOR OF ART IN GRAPHIC DESIGN**  
SEPT 2004 - JUNE 2007

### **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.

### **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.

## WHAT YOU CAN IMAGINE... YOU CAN CREATE!

“Jon can integrate well with any team and understand that creations that are differentiated, relevant and coherent are those that will be valued by both its internal and external audiences.”



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