



AWARD WINNING DESIGNER

# Jon Burton



## 👋 ABOUT ME

I AM JON

I am an award-winning creative who has become the industry's most requested designer. I'm proficient in Graphic/Web Design, Print Design, Digital Marketing, Corporate Branding, Product Packaging, Motion Graphics, UI/UX Design and so much more.

## 💡 EXPERIENCE

Dec 2022 - PRESENT

### DIGITAL MEDIA SUPERVISOR

NEXT HORIZON INFORMATION TECHNOLOGY AND DIGITAL MARKETING

SANFORD, FL

Lead digital marketing campaigns, including social media management, content creation, Google Analytics and search engine optimization. Analyzed campaign performance data to identify opportunities for optimization and implemented strategies to improve ROI.

Sep 2019 - Dec 2022

### GRAPHIC DESIGNER

MARKET TRADERS INSTITUTE INC.

ORLANDO, FL

Created product packages, logos and branded products, designed and developed online sale funnels with ClickFunnels, developed social media marketing campaigns, designed internal company literature, brochures and documents, brainstormed strategies and concepts for sales and marketing initiatives, Created UI/UX design and wireframes for development.

Jan 2019 - Sep 2019

### UI/UX & WEB DESIGN

EPIC ENGINEERING & CONSULTING GROUP, LLC

WINTER SPRINGS, FL

Consulted with creative director and assisted in developing UI Design concepts, translated complex engineering schematics into illustrations assisted in layouts and output of printed material such as proposals, media kits, assisted in the development and maintenance of functional responsive websites, Produced intuitive UI Design for various web applications

Jan 2018 - Jan 2019

### GRAPHIC/WEB DESIGNER

GLOBAL-5 COMMUNICATIONS

ORLANDO, FL

Assisted in developing handouts and outreach, and training materials for Central Florida 1-4 commuters, illustrated 1-4 detour maps for construction phases including road closures, new on/off ramps and overpasses, created animated detour maps for television broadcast, created illustrated maps in Adobe Illustrator for the 1-4 Ultimate and 1-4 Ultimate Beyond project in Central Florida area for the FDOT

Sep 2016 - Jan 2018

### WEB & GRAPHIC DESIGN

CRYSTAL CLEAR DIGITAL MARKETING

ORLANDO, FL

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, 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

Mar 2016 - Aug 2016

### UI/UX & WEB DESIGN

THE WALT DISNEY COMPANY

ORLANDO, FL

Monitored Disney's online job portal to analyze user behavior and click rates to generate SEM paidsearch reports. Created retargeting tags via Teatime Tag Manager to track, user click behavior on Disney's globalcareer portal. Analyzed low metrics using Adobe SiteCatalyst/Omniture and implemented ideas to improve click rates

## 🎓 EDUCATION

2019 - 2022

### A.A WEB DESIGN & INTERACTIVE MEDIA

ART INSTITUTE OF ATLANTA  
ATLANTA, GA

2019 - 2022

### BACHELOR OF ART IN GRAPHIC DESIGN

LOUISIANA TECH UNIVERSITY  
RUSTON, LA

## 🇺🇸 MILITARY SERVICE

2019 - 2022

### E3/SN BOATSWAIN'S MATE

UNITED STATES NAVY (USN)  
UNITED STATES

2019 - 2022

### NAVY/MARINE ROTC USO OF ILLINOIS GREAT LAKES CENTER

RECRUIT TRAINING  
CHICAGO, IL

## 🏆 HONORS & AWARD

May 2021

### SALES & MARKETING MVP (COMPANY RECOGNITION FOR OUTSTANDING PERFORMANCE)

MARKET TRADERS INSTITUTE, INC  
MARKETING, DEPT.  
ORLANDO, FL

Oct 2020

### LIVE WITH URGENCY (COMPANY CORE VALUES RECOGNITION)

MARKET TRADERS INSTITUTE, INC  
MARKETING, DEPT.  
ORLANDO, FL

Jan 2019

### BEST USER EXPERIENCE IN ORLANDO

EXPERTISE.COM  
ORLAND, FL

Jan 2007

### NAVY & MARINE CORPS ACHIEVEMENT MEDAL

UNITED STATES NAVY (USN)  
UNITED STATES