



B Burkart

JEFFREY M. BURKART

Art & Creative Direction

I provide creative services and design direction focused on impactful print and digital media, driving content ideation and marketing strategy seamlessly across 360° campaigns. From branding and identity to packaging, web, email, social media, video, presentations, and displays, I create cohesive and memorable campaigns. With a foundation in design from the Art Institute of Pittsburgh and technical fluency honed at Apple, I stay current with design trends and bring a passion for detail and precision to every project. Organized, dedicated, and inspired by the power of great design, I am committed to elevating brand experiences.

Sony Music Publishing

New York, NY

Art Director

Corporate Communications

2022 – Present

Core Skills: Creative Direction · Branding & Identity · Visual Storytelling · Campaign Design
· Photography Direction · Art Production · Digital Experience Design

- Directed brand visuals across print, digital, and motion platforms, elevating overall quality and consistency.
- Designed over 100 campaigns for Billboard, Variety, and Music Business Worldwide, enhancing brand visibility.
- Created cover art and marketing visuals spotlighting Sony Music songwriters and executive talent.
- Produced digital videos, social media graphics, and event materials supporting corporate and artist initiatives.
- Partnered with internal teams to develop cohesive, story-driven campaigns for key industry moments.
- Led a complete intranet redesign in WordPress, improving UX and modernizing internal communication tools.
- Developed presentation templates, email systems, and communication assets for global brand alignment.
- Directed, conceptualized and produced visuals supporting internal, artist, and marketing programs.
- Enhanced corporate storytelling through consistent brand design and innovative digital communication.

Gap Inc.

New York, NY

Senior Manager, Creative Services

Global Franchise

2017 – 2022

Core Skills: Global Brand Management · Creative Leadership · Campaign Direction
· Design Systems · Cross-Cultural Collaboration · Marketing Strategy

- Managed global creative for 60+ partners representing Gap, Banana Republic, Old Navy, and Athleta.
- Directed campaign design and production across print, digital, and retail platforms for multiple global markets.
- Oversaw creative reviews ensuring brand consistency across multicultural and multilingual audiences.
- Built "The Hub," a SharePoint network enabling collaboration and asset sharing for 1,000+ users.
- Implemented Adobe Workfront, improving creative workflow efficiency and global communication.
- Led visual alignment initiatives to maintain consistent branding across 50+ countries.
- Managed 10K+ digital and print assets, ensuring accessibility and proper archiving.
- Partnered with agencies and franchise teams to deliver high-quality, on-brand creative materials.
- Translated marketing goals into cohesive, compelling global visual campaigns.

Joe Fresh

New York, NY

Creative Services Director

2016 – 2017

Creative Services Manager

2014 – 2016

Visual Graphics Coordinator

2013 – 2014

Core Skills: Campaign Art Direction · Visual Merchandising · Rebranding · Retail Design
· Photography Direction · Multi-Channel Marketing

- Directed creative execution for multimillion-dollar campaigns across digital, print, OOH, and retail.
- Led a design team developing seasonal assets for over 400 global retail locations.
- Partnered with brand leadership to evolve visual identity and strengthen creative direction.
- Executed a full rebrand with standardized design systems for improved creative consistency.
- Oversaw production workflows and managed relationships with external agencies and vendors.
- Collaborated with photographers and stylists to art direct seasonal product and lifestyle shoots.
- Designed visual merchandising displays supporting product launches and brand storytelling.
- Created digital content and internal presentations reinforcing cross-departmental communication.

In Record Time, Inc.

New York, NY

Senior Graphic & Web Designer

2010 – 2013

Core Skills: Client-Focused Design · Merchandising · Packaging
· Brand Identity · Visual Campaign Execution

- Designed over 500 projects for clients including NBC, Verizon, Rockstar, and Supreme.
- Collaborated with creative leads to develop brand-specific apparel, packaging, and marketing materials.
- Created cohesive visual systems ensuring consistent design across all client deliverables.
- Directed concept development and client presentations for new campaign initiatives.
- Managed print production and vendor communication for high-volume merchandise programs.

Park B. Smith, Ltd.

New York, NY

Lead Graphic & Web Designer

2008 – 2010

Core Skills: Product Design Direction · Packaging Design · Photography Styling
· Print & Digital Design · Brand Storytelling

- Led design for an extensive home-goods product line across multiple retail categories.
- Created packaging, catalogs, and showroom visuals that strengthened in-store presentation.
- Directed product photography and retouching to maintain a unified visual identity.
- Designed digital assets supporting brand websites and online retail channels.
- Collaborated with marketing teams to align visuals with seasonal and promotional campaigns.

ADOBE CC InDesign • Illustrator • Photoshop • Bridge • Acrobat • After Effects • Premiere • Dimension • Lightroom • Animate

SOFTWARE OSX • Windows • Office 365 • iWork • Canva • Cloud Sharing • Digital Asset Mgmt • Project Mgmt • Cinema 4D • ProTools

PRINT Branding / Identity • Marketing / Advertising • PR / Event • Typography • Illustration • Photography • Apparel

DIGITAL Figma • Sketch • Invision • UI / UX • Social Media • Wordpress • HTML / CSS / Javascript • SEO

EMERGING TECH & AI TOOLS Firefly • ChatGPT • Midjourney • DALL-E • Murf • Synthesia

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Ohio University

The Art Institute of Pittsburgh

Graphic Design

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