

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, memorable campaigns. With a foundation in design from the Art Institute of Pittsburgh and a tech 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

- Strengthened brand identity with comprehensive brand guidelines
- Revamped company website through a dynamic, enhanced prototype
- Designed custom awards celebrating songwriter achievements
- Produced 100+ print ads for Billboard, Variety, and HITS
- Created impactful digital ads for Music Business Worldwide
- Produced engaging social media videos spotlighting industry executives and music sample history
- Boosted social media campaigns with targeted content
- Launched a SharePoint page on the intranet for streamlined corporate communications
- Developed visually engaging email templates and banners
- Delivered polished presentations and a template library for cross-departmental use
- Created standout cover art to elevate artist visibility and brand presence

Gap Inc.

New York, NY

Senior Manager, Creative Services

Global Franchise

2017 – 2022

- Managed global franchise marketing materials across 60+ partners in over 50 countries for Gap Inc.'s brands: Gap, Banana Republic, Old Navy, Athleta, and Licensing
- Built and launched "The Hub," a Microsoft SharePoint network with 1,000+ users for streamlined file sharing and communications
- Rolled out Adobe Workfront for all team members and partners, boosting workflow efficiency, productivity, and communication
- Archived and maintained 10K+ seasonal print and digital assets across platforms for the entire portfolio
- Oversaw review and approval of hundreds of projects quarterly across print, digital, out-of-home, press, events, and social media
- Developed hundreds of custom seasonal and evergreen assets for global print and digital media.

Joe Fresh

New York, NY

Creative Services Director

2016 – 2017

Creative Services Manager

2014 – 2016

Visual Graphics Coordinator

2013 – 2014

- Led graphics and visual teams in collaboration with the SVP of Brand, Global Marketing Director, and Creative Director to drive marketing strategies and uphold brand standards
- Created and directed content for \$2M+ campaigns across print, digital, web, email, social media, TV, radio, out-of-home, and visual displays
- Managed production for all collateral over 12 quarterly campaigns for 400+ locations in Canada and six other countries, including Mexico and the Philippines
- Supervised a team of 5 designers and partnered with agencies and vendors to ensure timely, budget-conscious, high-quality results
- Launched successful rebranding across departments and streamlined file-sharing services
- Directed a seamless transition from in-house teams to external agencies by building asset libraries, templates, and workflow protocols
- Grew Instagram following to 100k+
- Collaborated with the Visual Director to design and implement retail displays supporting product launches and brand initiatives across stores

In Record Time, Inc.

New York, NY

Senior Graphic + Web Designer

2010 – 2013

- Led the development and design of 500+ projects for clients including NBC, Verizon, Rockstar, and Supreme at a boutique creative agency specializing in merchandising and manufacturing
- Collaborated with the Creative Director and account managers to create tailored marketing collateral, custom apparel, print, packaging, web, and CMS solutions that met client needs

Park B. Smith, Ltd.

New York, NY

Lead Graphic + Web Designer

2008 – 2010

- Led a team of 3 designers for a home-goods company, creating visuals for products like shower curtains, napkins, towels, and placemats
- Developed retail packaging, showroom signage, visual presentations, and web designs

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

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

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

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

AI Firefly • ChatGPT • Midjourney • DALL-E • Murf • Synthesia

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New York, NY

Ohio University

The Art Institute of Pittsburgh

Graphic Design

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