

EXPERIENCE

Gap Inc. – New York, NY

**Senior Manager, Creative Services
Global Franchise**
2017 – Present

- Oversee all global franchise print and digital marketing materials across 60+ partners in over 50 countries within Gap Inc. portfolio – **Gap, Banana Republic, Old Navy** and **Athleta**, along with Licensing.
- Successfully built and implemented “The Hub” – a collection of Microsoft SharePoint sites with over 1K users division-wide for file sharing and communications.
- Successfully built and implemented Adobe Workfront – a cloud-based project management tool – to all internal team members and partners, increasing workflow efficiencies, productivity and communication throughout the franchise division.
- Archive and maintain 10K+ print and digital assets seasonally across the portfolio on multiple online sharing platforms.
- Responsible for the review and approval of hundreds of projects quarterly, over a wide variety of channels, including print, out-of-home, event, digital and social, and pure play.
- Create hundreds of bespoke seasonal and evergreen assets for both print and digital media for all brands internationally.

Joe Fresh – New York, NY

Creative Services Director
2016 – 2017

Creative Services Manager
2014 – 2016

Visual Graphics Coordinator
2013 – 2014

- Led the graphics and visual teams by collaborating directly with the SVP of Brand Development, Global Marketing Director and Creative Director to implement marketing strategies while developing and maintaining brand standards.
- Created and directed content, marketing, and promotion materials for \$2M+ campaigns inclusive of print, digital, web, e-mail, social media, photography, TV, radio, out-of-home, and visual display.
- Managed production for all marketing collateral over 12 quarterly campaigns for 400+ locations across Canada and around the globe in 7 countries, including Mexico and the Philippines.
- Led a staff of 5 internal designers while partnering with multiple agencies and vendors to ensure that all projects are delivered on time, within budget, and with quality end results.
- Launched successful rebranding efforts across all departments and channels and supervised effective implementation and administration of file-sharing services.
- Managed efficient and streamlined company-wide transition from internal design and production teams to external agencies by building asset libraries and templates along with establishing and implementing protocols for workflow standardization.
- Increased Instagram channel to over 100k followers.
- Worked directly with the Visual Director to execute multi-store projects, including the development, design and sourcing of retail display installations to support new products and company directives.

In Record Time, Inc. – New York, NY

Senior Graphic + Web Designer
2010 – 2013

- Developed, designed and oversaw 500+ projects for clients such as NBC, Verizon, Rockstar and Supreme at a boutique creative agency specializing in merchandising and manufacturing.
- Partnered with the Creative Director and account managers to concept and create marketing collateral and promotion materials that met client needs through custom apparel (screen printing, embroidery), print and packaging, website design and CMS.

Park B. Smith, Ltd. – New York, NY

Lead Graphic + Web Designer
2008 – 2010

- Led a team of 3 designers creating graphics and visual designs for a home-goods company offering a wide variety of products such as shower curtains, dinner napkins, towels and placemats.
- Conceptualized new designs for retail packaging, showroom signage, visual presentations and web design.

SKILLS

ADOBE CC	>————	InDesign - Illustrator - Photoshop - Bridge - Acrobat - Dreamweaver - After Effects - Premiere - Lightroom - Animate
+ SOFTWARE	>————	OSX - Windows - Office 365 - iWork - Cloud Sharing - Digital Asset / Project Management - Cinema 4D - ProTools
PRINT	>————	Branding / Identity - Marketing / Advertising - PR / Event - Typography - Illustration - Photography - Apparel
DIGITAL	>————	UI / UX - Social Media - Wordpress - HTML / CSS / Javascript - SEO - Sketch - Invision

CONTACT

jeff@burkartdesign.com
440.796.4005
New York, NY

EDUCATION

Ohio University
The Art Institute of Pittsburgh
Graphic Design

SOCIAL

burkartdesign.com
[f](#) [@](#) [in](#)
/burkartdesign