

# RHONDA BURNS

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## PROFILE

- Multidisciplinary designer with over 12 years of digital and print media experience.
- Creatively and technically adaptable in serving clients of all industries.
- Strengths in brand identity, web and presentation design.

## EXPERIENCE

4/09 - present

### **Senior Graphic Designer** | Freelance

Assignment-based layout, design and production of web, presentation and print media. Designs web sites, site architecture and user interface. Layout of web pages, images and graphics from specs, mockups and wireframes. Produces design formatted with HTML/CSS. Conceptualizes and creates visual collateral for marketing materials, including product logos. Designs simple, intuitive and distinctive iconography. Utilizes thorough understanding of typography. Hires and manages other freelance talent as needed. Hand codes/maintains site content. Creates brands for smaller companies, including logos, presentation templates, email newsletters, Word templates and business cards. Tutors clients seeking to advance their PowerPoint skills. Writes and edits web site content. Consults with clients about SEO, CMS and social media needs. Assists with FTP server management. Retouches product photos for site and print layout.

On and off-site assignments with clients including Edelman, New York Orthopedic Massage, R.E.Load Baggage, Inc., Rochdale Investment Management.

10/07 - 4/09

### **Presentation Design Manager** | BearingPoint, Inc., Creative Services, New York, NY

Art directed/supervised RR Donnelly's offshore production team and local freelance designers. Designed high-end, animated PowerPoint presentations for conferences/trade shows/marketing. Redesigned and maintained the company presentation and print media templates for global distribution. Maintained corporate Brand center web site.

9/06 - 10/07

### **Graphic Designer** | Freelance

11/01 - 8/04

Assignment-based layout, design and production of web, presentation and print media. Designed web sites, site architecture and user interface. Layout of web pages, images and graphics from specs, mockups and wireframes. Produced design formatted with HTML/CSS. Designed simple iconography. Utilized thorough understanding of typography. Hand coded/maintained site content. Created brands for smaller companies, including logos, presentation templates, email newsletters, Word templates and business cards. Consulted with clients about SEO, CMS and social media needs. Assisted with FTP server management. Retouched product photos for site and print layout. Prepared files for digital, 4/c and spot press printing.

On and off-site assignments with clients including Schulte Roth & Zabel, Regan Campbell Ward, NYU Medical Center, Deloitte & Touche.

8/04 - 9/06

### **Graphic Designer** | Morgan Stanley, Retail Marketing, New York, NY

Design, layout and production of print and presentation media utilizing the newly-implemented global design and identity standards for Morgan Stanley Investment Management and Van Kampen Investments. Created global PowerPoint templates utilizing the new brand standards. Designed and hand coded email newsletters. Produced icons to be used in both digital and print media. Prepared files for digital, 4/c and spot press printing.

## SOFTWARE

- Adobe Creative Suite
- Apple iWork Suite
- Microsoft Office
- WordPress
- HTML/CSS
- Final Draft
- QuarkXPress
- BBEdit
- Windows PC/Macintosh

## EDUCATION

New York University, Tisch School of the Arts, New York, NY  
Bachelor of Fine Arts, Major: Film and Video Production