



nick mcburney

graphic designer, creative problem solver, and expert communicator

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relevant experience

Creative Lead

Suka Creative, February 2019 – Present

Suka Creative is a small, full-service strategic design agency focused on solving complex communication problems and enhancing our clients' marketing capacity through multi-faceted print and digital solutions.

- Source talent and manage project-based teams, both on-site and remote, to deliver work that helps our clients raise their brand profile. Recent clients include the [Tenement Museum](#), the W.K. Kellogg Foundation, and the Breast Cancer Research Foundation.
- Inspire teams to generate thoughtful, innovative, and unique designs through brainstorming sessions, collaborative design reviews, and one-on-one coaching.
- Strategically tailor our core design process and workflow to accommodate our clients' design familiarity and scheduling requirements.
- Present deliverables to clients by framing project goals, outlining our creative process, and crafting narratives around our deliverables. Facilitate feedback discussions in order to understand what works, what doesn't, and why.

Senior Visual Designer

Suka Creative, December 2016 – February 2019

- Write creative briefs, build project strategies, and set overall creative direction. Create design systems and execute designs in an iterative process.
- Manage junior and production designers and coordinate with external partners (web developers, photographers, and copywriters) to deliver cohesive designs.
- Run stakeholder interviews and conduct research into market and industry trends to establish a comprehensive understanding of our clients' audiences.
- Lead the agency's market repositioning through a complete [website redesign](#) and email marketing campaigns to showcase our work, increase brand visibility, and generate sales leads.
- Create design concepts for new business pitches. Successfully won business for several six-figure projects.

Art Director, Agency

The Daily Dot, June 2015 – September 2016

The Daily Dot is a digital media publisher focusing on all the weird and wonderful ways that the Internet permeates our culture. The Daily Dot's in-house Agency provided creative services across departments.

- Developed and implemented the design process for all sales collateral. Worked to define the company's sales narrative and created presentations and mock-ups for partnership proposals.

skills



Print and Digital Marketing Collateral
Logos and Branding
Websites and Content Management Systems
Design for Digital Accessibility
Prototypes and Digital Mock-ups
Photography Art Direction and Photo Editing
Motion Graphics and Animation



Design Thinking and Creative Direction
UX Research and Design
User Testing
Competitor/Market Research
Strategic Planning and Development
Presentations and Proposals



Creative Writing and Copywriting



HTML5 / CSS3
Javascript

relevant experience

- Created the company's Style Guide and built key brand assets, company-wide design repositories, and templates to streamline creative output.
- Designed best-in-class branded campaigns, including partnerships with Heineken, Comedy Central, Macy's, and Coca-Cola.
- Worked with the editorial staff to create assets for special reports and videos.

Digital Creative Lead (Freelance)

Titan, December 2014 – April 2015

Titan, now called Intersection, manages one of the country's largest print and digital out-of-home advertising networks.

- Wrote and produced one-sheets detailing the new capabilities of the company's digital ad network, including best practices for client creative and information on custom sales packages.
- Designed advertisements and sponsorships, including templates for live March Madness tournament updates, custom real-time weather feeds, and monthly ads for Dunkin Donuts.
- Created digital product mock-ups for sales presentations and industry showcases.

Mid-level Graphic Designer (Freelance)

General Assembly, July – November 2014

General Assembly is a pioneer in continuing education and career transition, focused on design, technology, and business.

- Designed educational graphics for the company's first online course in website design/development.
- Produced digital and print materials for enterprise-level programs, including partnerships with Conde Nast, Visa, Apple, and Time Out.
- Designed digital and print marketing collateral. Created operational materials such as enrollment forms, white papers, case studies, and course handbooks.

notable freelance clients

Patch Media Kit and Presentation Design

Patch wanted redesigns to their media kit and sales presentation to align with their new sales initiatives.

NewsCred Branded Content and Copywriting

For a branded campaign with Jockey, Newscred wanted an illustrated guide detailing how to spend Valentine's Day without ever leaving your home.

MGA | MEDLEY GLOBAL ADVISORS Website Design and Brand Refresh

MGA wanted a refreshed brand and an [updated website](#) to showcase their areas of expertise in financial research and to attract new clients.

Robert C. Morgan Website Design and Development

Artist and critic Robert C. Morgan wanted a [new website](#) to capture and chronicle his 40+ year career.

software/platforms

Adobe Creative Suite
Sketch and InVision
Validately (user testing)
Asana/Jira (project management)
Keynote
Google Apps
Microsoft Office

education

Pratt Institute

M.S., Communications Design
December 2013

Cornell University

B.A., East Asian Studies
August 2008

interests

running
cooking
rock climbing