

SHAUN BURKOWSKI

GRAPHICS | WEB | APPAREL | DESIGN

Profile

Talented creative professional with more than 16 years experience in print and web design. Highly motivated, creative, and versatile. Skilled in creating and directing corporate and new business designs. Adept at developing brand and corporate identities, web sites, advertisements, annual reports and sales collateral for clients in retail, professional services, home building, government, education, construction, music, fashion, automotive and other industries. Effective team player and leader known for confident decision making, and sense of professionalism. Accomplished at incorporating the desires of the client with a superior design solution. Seeking a company that demands high-quality design to further business goals and professional image.

Former manager noted: *“Shaun was instrumental in delivering a positive, polished, and unique experience to our International Sales Team.”*

– Bill LeBuhn (Chief Administrative Officer,
Williams Scotsman, Inc.)

Professional Expertise

Skills:

- Corporate Branding
- Logo Design
- Page Layout & Design
- Trade Show Display Design
- Corporate Web UI and UX Design
- Proficient on Macintosh OS
- Multimedia & Video Design
- Apparel & Promotional Item Design
- Advertising and Marketing Design

Tools:

- Photoshop CS 5
- Illustrator CS 5
- InDesign CS 5
- QuarkXpress 7
- Dreamweaver CS 5
- Flash CS 5
- Microsoft Office Suite
- HTML, CSS, Java & ActionScript
- Acrobat/Distiller Professional

Career Development

MILEONE AUTOMOTIVE / ATLANTIC AUTOMOTIVE GROUP – TOWSON, MD 2009 - Present Art Director

Under the MileOne brand, Atlantic Automotive represents 28 automobile brands in 63 retail locations through the Hall, Heritage, Herb Gordon and MotorWorld Automotive Groups along with Mercedes-Benz of Annapolis. In addition, MileOne offers accident repair in six regional collision centers and provides rental and leasing services through the Allstate division in 10 different locations. The MileOne model provides for all the automotive needs of its customers conveniently, on their own terms, through the largest automotive sales and service delivery network throughout Baltimore, Washington, Pennsylvania, Virginia and North Carolina.

- Provides direction, creativity, and commitment to innovative design solutions, maximizing every marketing dollar, while maintaining aesthetics and corporate branding from inception through completion.
- Design corporate marketing pieces and advertising for trade publications, email marketing, various web site designs and UI/UX development, site maintenance and landing page designs for Google and search engine strategies, web banner ads, direct mail, internal analytic presentations, product branding, and various logo identities for company services and entities. Also designed and maintain the company blog while directing interns on continual content ideas and social media marketing cohesion.
- Ability to time manage while working on multiple projects simultaneously and meeting strict deadlines.
- Maintain a file and folder hierarchy structure for all active and archived jobs, production photography, and media on a remote accessed server. Creating and implementing policies and procedures for best practices.
- Help maintain Apple Macintosh systems by troubleshooting as required throughout the department to maintain proficiency and current software updates and installations.
- Work closely with vendors, printers, and other technicians to complete a successful final product.

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WILLIAMS SCOTSMAN, INC. / ALGECO SCOTSMAN – BALTIMORE, MD 2002 - 2008

Senior Art Director

Williams Scotsman is a leader in mobile and modular buildings, mobile offices, classrooms, and more with 90 branch locations across North America, serving 25,000 customers in 450 diverse industries. Scotsman was acquired by their European counterpart Algeco in 2007 for 2.2B to form the parent company Algeco Scotsman, which now serves a combined 19 countries and is a global leader in their industry.

- Provided strategic leadership to the print and design team with an operating budget of 2M+ in national media placement, collateral, direct mail, and trade shows as well as photography, video production, and more.
- Designed corporate marketing pieces and advertising for trade publications, email marketing, web banner ads, direct mail, annual reports, internal analytic presentations, multimedia sales materials, promotional DVDs, and trade show displays. Also designed the company intranet, promotional items, product branding, and logo identities.
- Directed photoshoots, video shoots and multimedia post production, press checked various company materials with print vendors and other technicians to complete a successful final product.
- Received awards for excellence in design, effectiveness of creative pieces, and team leadership.

BRADLEY MEDIA GROUP – FORREST HILL, MARYLAND 2000 - 2002

Senior Graphic Designer

Bradley Media Group was a full service print and advertising agency whose clientele included top Maryland business in various industries including: Gemcraft Homes, Universal Housing Corp., Mountain Branch Golf Course, Pine Hills Golf Course and Restaurant, among others. In 2002 Bradley Media Group was acquired by their largest client to become the in-house marketing department for Williams Scotsman, Inc.

- Created marketing and advertising for various industries and clientele.
- Project managed and communicated with clients to explore and adjust designs to meet their needs and expectations. Facilitated the creativity of the designs and maintained successful marketing and promotional materials.
- Accountable for meeting rigorous deadlines and maintaining design integrity. Received positive feedback during status meetings and personal interactions.
- Established a job tracking system utilizing File Maker Pro software to successfully monitor workflow. Hired and managed an outside consultant to develop and network the system for internal use. This tracking system enabled a smooth workflow with the ability to monitor the progress of projects during the various stages of development.

MONOTYPE COMPOSITION – BALTIMORE, MARYLAND 1997 - 2000

Graphic Designer / Production Artist

A solutions/services provider, offering editorial, design, production, and project management services to educational publishers.

- Worked closely with the Director of Design to create Science covers, Social Studies spreads, and other educational material.
- Responsible for implementing Photoshop effects, manipulating photos, and color correcting images to client specifications while monitoring sensitive content issues.
- Created line and tech art following strict guidelines set by the client.
- Prepared files for print publications following educational publishing guidelines.

THE AVENUE NEWS GROUP – BALTIMORE, MARYLAND 1996 - 1998

Web Master / Writer

A weekly newspaper offering news, entertainment, neighborhood information, and display advertising.

- Assumed full responsibility for all graphics and layouts regarding the online edition of the weekly paper.
- Wrote editorial columns on music, movies, and entertainment for both the printed and online editions.

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Endeavors in entrepreneurship

SHAUN BURKOWSKI DESIGN – BALTIMORE, MARYLAND

1994 - Present

Freelance Opportunities

Providing strategic creative solutions to various client products and services from concept to completion.

- First freelance opportunity was an account with the now defunct Hechingers hardware company providing vinyl isle signage for a store location. The opportunity was obtained at age 16 while engineering the signage using my high school graphic department resources and coordinating with vinyl suppliers and Hechingers store management to fulfill their needs. This was the first of many projects spanning the next 19 years.
- Design corporate marketing pieces and advertising for clients trade publications, email marketing efforts, web banner ads, direct mail, retail brochures and catalogs, website design and development, multimedia sales materials, promotional DVDs, apparel items, and trade show displays.
- Direct photo-shoots, video shoots and multimedia post production, press check various client materials with print vendors and other technicians to complete successful final products. Other responsibilities include coordinating with international sourcing suppliers and manufacturers for textile goods and software developer communications.
- Received awards for excellence in design, effectiveness of creative pieces, and overall marketing vision.
- Occasionally providing original music scores for various reality show programming under BMI royalty licensing opportunities to MTV and VH1.

VINTAGE CLOTHING LIMITED, INC. – BALTIMORE, MARYLAND

2007 - 2013

Owner/Creative Director

A premier streetwear brand that was born out of the free thinking and creative spirit of the underground music and art cultures. Vintage Clothing Limited was forged by the same mentality and creative spirit that drives basement music producers, local wordsmiths, vinyl loving dj's, graffiti writers and music lovers the world over. Fed up with mediocre mainstream brands from malls and major department stores two founding members from different urban cities in America connected to share their affinity for art and fashion. Inspired by their love of art, music and collectibles a new brand was created with one basic premise; to create wearable/collectible art in limited edition releases intended for those seeking a truly unique and rare original.

- Created brand identity, marketing and advertising, website design and development, social media marketing
- Initiated and coordinated a monthly podcast distributed over the brands website and iTunes networks to a subscribership of over 180,000 listeners.
- Accountable for company management including accounting, tax reporting, inventory management, packing and shipping orders, design conception, production and manufacturing. Managing local and international textile sourcing and freight through to deliverables.
- Directed photo-shoots for look-books including model and location scouting, post production retouching and photo editing, and email marketing for seasonal releases.

Selected Awards & Honors

- Homebuilders Association of Maryland (HBAM), Award of Excellence - Advertising, 2001
- Modular Building Institute (MBI), First Place - Print Marketing Piece, 2003
- Modular Building Institute (MBI), First Place - Print Marketing Piece, 2004
- Modular Building Institute (MBI), First Place - Print Marketing Piece, 2006
- Modular Building Institute (MBI), First Place - Multimedia Marketing Piece, 2007
- Modular Building Institute (MBI), First Place - Print Marketing Piece, 2008
- Williams Scotsman MORE Awards (6 total) - Internal award for excellence, 2004-2008
- Printing & Graphics Association MidAtlantic (PGAMA), Excellence In Print Award - 2012

REFERENCES AVAILABLE UPON REQUEST. [VIEW ONLINE PORTFOLIO AT SHAUNBURKOWSKI.COM](http://SHAUNBURKOWSKI.COM)