

# Dan Burdeski

Graphic Perfectionist | Art Director



danburdeski@mac.com



danburdeski.com



linkedin.com/in/dan-burdeski



612.986.9640



10965 Sailor Way, Woodbury, MN 55129



## So... WHO AM I?

An award winning Art Director with the passion and ability to create the “never before seen”. I have a uniquely diverse background, allowing me to understand all facets of the design process, realize efficiencies and deliver maximum impact for creative campaigns, including best practices for both print and digital.

Utility man, known for creativity, flexibility, versatility, speed, problem solving, organization, and a sense of humor.



## What is my EDUCATION?

**Art Institutes International Minnesota**  
Associates of Applied Science  
Design/Animation

**Bloc Inc.**  
UX/UI Design Program



## What can I DO?

**Rookie** **Superhero**

- Art direction
- Branding and brand management
- Collaboration / Mentorship
- Color correction / Editing
- Graphic design
- Illustration
- Logo development
- Packaging
- Photography direction
- Product development
- Production
- Responsive design
- Production
- UI / UX design
- 3D modeling



## What is my EXPERIENCE?

2017  
PRESENT

### University of Minnesota Alumni Association

#### Senior Art Director and User Experience/User Interface Designer

Increased membership, brand recognition and revenue opportunities while mentoring a team of graphic design students. Created a user-centric design approach to increase digital traffic.

- Developed and executed award-winning Maroon Shirt® campaign
- Created comprehensive visual brand guidelines
- Mentored graphic design students at the College of Design
- Wireframed, prototyped and designed the interface for several digital platforms

2010  
2017

### Columbia Threadneedle Investments

#### Senior Art Director/Senior Marketing Manager

Managed and mentored design staff to produce award winning work while effectively increasing the company's digital footprint and maintaining brand standards. Seamlessly juggled and effectively managed work across multiple business units.

- Won 7 Mutual Fund Education Alliance Star Awards and Chairman's Award nominee
- Developed the look and feel for all of the U.S. retail collateral
- Ameriprise Brand Champion team member
- Partnered with writers and production staff to promote Columbia Threadneedle Investments across multiple mediums

2005  
2010

### Cenveo

#### Senior Graphic Designer

Championed award winning design support for Ameriprise Financial, RiverSource Investments, Hyundai and Syracuse University, while reducing over cost.

- Won second place in the “2008 HP Indigo Progressive Printing Competition” in the Direct Marketing Category
- Featured in Graphic Design USA
- Nominated for Cenveo *Cheers Award* for “Innovative ways of increasing revenue”

Volunteer  
work

### Now I Lay Me Down To Sleep — Digital Retouch Artist

Help families soften their pain of losing a child, and create photographic memories of their baby that they can be proud to share.  
[nowilaymedowntosleep.org](http://nowilaymedowntosleep.org)