

VICTOR BURNETT

A creative with a passion for marketing



Websites portfolio.vcburnett.com
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A LITTLE BIT ABOUT ME

I was born in Brazil and moved to Canada in 2009. In Brazil, I got a bachelor degree in Advertising and Marketing, focusing my studies in the creative fields, aiming for a career as a Creative Director. After graduating in 2005, I've worked in a couple of agencies and in in-house creative/marketing departments. In order to follow my dream career path, I started off in the roles of junior account manager and media planner. In 2007 I joined TV1.com as a Junior Online Art Director and since then I have focus more on online marketing and advertising. I quickly climbed up the ladder and in 2008 I was hired as an Online Creative Director at Peppr Comunicação, working with multiple political campaigns throughout Brazil. As of 2011, I have been strongly involved in marketing efforts while working at Playboy.com, Caesars Interactive entertainment and, specially, Konversion.

In addition, I have professional experience in 3D Modeling & Texturing (product design, scene design and logo animations) and Photography (I did a few product photoshoots and two editorial photoshoots for Playboy.com).

On a more personal level, I could say I'm creatively hyper, always looking for new challenges and learning new things. I also like developing new projects with my friends. I am also a huge F1 and football (commonly known in northern hemisphere as soccer) fan, I love cooking and all sorts of artistic expressions. And, as all good Brazilians, I absolutely can't live without BBQs.

EXPERIENCE AND SKILLS

- I am currently working as an Art Director in a Montreal based online agency called Konversion. Prior to my move to Canada, I held other positions such as Online Creative Director (Pepper Comunicação), Creative/Web/Lead Designer (Caesars Interactive Entertainment, Playboy.com, Lavasoft, Lulu Software).
- I have a few years experience working in agencies (Konversion, Peppr Comunicação, TV1.com, Comunicata Comunicação) as well as experience working in in-house marketing departments (Caesars Interactive Entertainment, Playboy.com, Lavasoft, Lulu Software, Brasília International Film Festival and Interlegis).
- Very advanced knowledge of UX Design and Information Architecture.
- Very advanced knowledge of best practices in UI and UX, proficient in interaction and motion design.
- Outside-the-box thinking in order to find new solutions for existing problems and potential opportunities.
- Strong grasp on animation, Audio/Video Editing.
- Strong drawing and illustration skills, developed especially due to typography and icon design.
- Pretty decent knowledge of 3D Modeling and Texturing.
- Advanced knowledge of HTML & CSS , with advanced knowledge of javascript / jQuery and PHP. Medium to advanced knowledge of Wordpress and WP development.

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EDUCATION

CONCORDIA UNIVERSITY - Continuing Education in Photography

July 2012 - Present

CONCORDIA UNIVERSITY - Continuing Education ▪ Certificate in Graphic Design

July 2011 - July 2012

UNICEUB - Bachelors Degree in Advertising & Marketing

February 2001 - July 2005

WORK EXPERIENCE

KONVERSION - Art Director

October 2014 - Present

As the Art Director at Konversion, I am responsible for all graphic elements that are produced by the agency and for creating new marketing and remarketing campaigns for our clients and the agency itself, focusing on a more creative, advertising-like approach while still basing decisions on analytical data. Essentially, I focus on creative solutions aiming to improve conversion rates. Amongst my responsibilities, I:

- Conceptualize marketing and remarketing campaigns, messaging and approach making sure branding guidelines and tone is in line throughout all media efforts;
- Suggest variations for tests (A/B tests) based on collected data on customer behaviours, focusing on improving engagement and conversion;
- UX analysis and design based on user data (user research and measurement tools, such as Google Analytics);
- Design (websites, responsive design, landing pages, banners, print elements and);
- Manage the creative and usability parts of the projects;
- Perform Quality Assurance (QA);
- Help the development team with integration (HTML, CSS, javascript / responsive);
- Copywriting (English) and translation (French-English);
- Redesigned and curate the Konversion brand.

FREELANCER - Online & Offline

Mid-2006 - Present

Since my years in college I've been working as a freelancer. Most of my work has been in the creative fields, although I do develop most of my work. Amongst the skills I've acquired as a freelancer are:

- Project Management, Data Analysis and Marketing Strategies: Managing and coordinating efforts between the client, myself and third party participants of the project. Analysing the data collected by the client to direct my efforts;
- Branding: from logo conception and to execution of guidelines and branded assets;
- Advertising: conception, sketches and, depending on medium, production and/or direction;
- UI design (websites and apps) / UX design (ergonomic studies and wireframing);
- Interactive design;
- Integration (HTML, CSS, javascript, PHP, Wordpress, responsive design);
- Quality Assurance;
- Social Media: Copywriting and graphical elements;
- Illustration;
- Photography and photo editing;
- Video editing / Animation;
- Copywriting (English and Portuguese).

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CAESARS INTERACTIVE ENTERTAINMENT - Creative Designer *for the* World Series of Poker / Caesars Casino / Harrah's Casino

January 2014 - October 2014

- Conceptualized and designed creatives for marketing campaigns (both digital and print);
- Participated in the development of the new look and feel for the WSOP website;
- Created Landing Pages and proposed alternatives to help increase conversion on the LPs;
- Created in-game assets and screen layouts;
- Copywriting (creating and fine tuning copy for campaign LPs and other material / translation English-Portuguese);
- Created Spec Sheets and other documentation to organize the efforts between teams in different countries.

PLAYBOY.COM - Web Designer *for the in-house* Marketing Department

October 2011 - January 2014

- Conceptualized and executed marketing and editorial campaigns for our clients;
- Helped develop marketing strategies and created assets to support them;
- Created editorial infographics, images and headers;
- Helped manage and organize client accounts internally assuring timely delivery;
- Created advertising assets for our clients and for our internal editorial team;
- QA efforts making sure all campaign elements are correctly branded across all media;
- UX design on complex projects.

LAVASOFT - Web Designer *for the in-house* Marketing Department

March 2010 - October 2011

- Conceptualized Landing Pages and Product pages for the Lavasoft family of products;
- Created banners and other ads for the products;
- Created packaging mockups and in-software banners and screen designs;
- Made sure all creatives were in accordance to the brand guidelines;
- Made constant improvements to LPs (A/B testing), improving conversion rate;
- UX design to uncover new ways for the clients to interact with the LPs and products.

LULU SOFTWARE - Lead Designer *for* Soda PDF *and* consulting designer for the other Lulu Software brands

March 2010 - October 2011

- Rebranded the whole Soda PDF product line;
- Conceptualized Landing Pages and Product Pages;
- Made banners and other marketing material for marketing campaigns;
- UX design to uncover new ways for the clients to interact with the LPS and products;
- Analysed data and user behaviour in order to suggest improvements (A/B testing) to increase conversion rate;
- Created virtual assets and placement scenes for advertising and marketing materials (3D generated assets);
- Integrated my LP and website designs in HTML, CSS & javascript.

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NETAVANCE - Web Designer

February 2009 - March 2010

- Conceptualized websites and other graphic materials for our clients;
- Conceptualized marketing and advertising campaigns;
- Website integration in HTML, CSS & javascript;
- Built complete websites and interactive modules in ActionScripts (Flash);
- Suggested alternate solutions for clients' needs and worked in presentations with the account manager;
- Organized server folder structure and the workflow to improve productivity;
- Evolved the company's mentality, moving them away from template-based design to offering custom-built solutions.

PEPPR COMUNICAÇÃO - Senior Web Designer / Online Creative Director

February 2008 - November 2008

- While in Brasília, I was a Senior Web Designer and worked mainly with interactive media ads and animation;
- During my time in São Paulo I:
 - Worked as Online Creative Director for political campaigns for the candidates for mayor in São Paulo, Curitiba, Campinas and Ribeirão Preto (The São Paulo campaign was our main campaign and the website we did was mentioned in different media due to innovation and high design standards);
 - Worked closely with the Offline Creative Director to make sure all elements of the campaign were on-brand;
 - Led a team of Designers and Developers building the websites, special projects and any necessary marketing material;
 - Created a series of short interactive videos of the history of São Paulo;
 - Created interactive assets to help promote the candidates;
 - Created viral campaigns.

TV1.COM - Web Designer *for the* Bank of Brazil team

September 2007 - February 2008

- Designed websites for the bank's special projects;
- Created ad banners for the bank's programs;
- Created pages for the bank's intranet;
- Helped with flash animation and simpler ActionScript programming;
- Created interactive media to promote the bank's cultural program (CCBB).

INTERLEGIS - Art Director

July 2005 - December 2005

- Created ads to promote the Brazilian Senate's citizenship incentives;
- Created marketing material for the Senate;
- Helped with UX analysis of the websites and intranet portals.

COMUNICATA COMUNICAÇÃO - Intern in Art Direction

February 2005 - May 2005

- Worked closely with other Art Directors and the Copywriters to create ads for the clients;

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- Conceptualized TV and radio spots with the copywriter;
- Created campaign proposals for prospection and RFPs.

FICBRASÍLIA 2004 - Volunteer Art Director

July 2004

- Volunteered in the marketing department of the festival, as an Art Director;
- Designed the festival newsletters and other promotional material used in the festival grounds;
- Simultaneous English-Portuguese translation during presentations and panels;
- Helped the welcome center with the international guests.

PRIZES & NOMINATIONS

CANADIAN ONLINE PUBLISHING AWARDS 2013

Nomination in 2 categories for the Canadian Online Publishing Awards:

- Best Website Design
- Best Overall Online-Only Publication Website

21ST COLUNISTAS DE BRASÍLIA

CATEGORY: Produtos e Serviços de Lazer e Recreação (Products and Services in Pleasure and Recreation)

SILVER: "Balança", COMUNICATA for Meliá Brasília / Fitness Brasil. Creative Director: Marcelo Benini and Patricia Rosset. Copywriter: Marcelo Benini and Luiz Arthur Vasconcelos. Art Direction: Victor Burnett and Daniel Cabral. Studio: Fernando Borges. Project Managers: Bárbara Siqueira. Approval: Plínio de Souza and Pécio Mello Jr.

MY FAVOURITE TOYS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, AfterEffects, Audition)
- Axure RP Pro
- Google Docs & Microsoft Office Suite
- Sublime Text & Adobe DreamWeaver (for coding)
- Maya 3D & 3D Studio Max

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