

# Caitlin Burns

## Design Specialist

[linkedin.com/in/caitlin-mary-burns](https://www.linkedin.com/in/caitlin-mary-burns)

[caitlin-burns.com](http://caitlin-burns.com)

941-704-7944

caitlin@caitlin-burns.com

---

### Summary

I am a multi-skilled designer with 10+ years in the design industry, starting in print, and finding my passion in the digital sphere. I specialize in working with strong brands and fellow creative professionals to foster high-performing teams, and create engaging, informative, growth-oriented visual experiences.

### Experience

#### Senior Design Specialist

The Hartford

01/2023-Present

- Collaborating with extensive team of writers and financial professionals to create rich and educational media assets to support the content and social media departments. Content created includes web animations, infographics, landing pages, visual research, and UI projects.

Reason for transition: Unable to work remotely outside of US.

#### Lead Designer

Ready State, LLC

02/2018-10/2022

- Creative work, such as social media static and video ads, web display ads, landing pages, and other sites, consistently drew impressions and was regularly highly successful in converting customers and recruits.
- Worked closely with a wide array of internal and external teams, creative and beyond. Primary clients included Yahoo!, Lyft, and Instacart, with occasional assistance given to teams for Markforged, Snowflake, Google, Ad Council, and more.
- Consistently enhanced company-wide design workflows, while mentoring other creatives in said processes. Rapidly increased volume of asset production and delivery.
- Addressed complex design edit requests with creativity and sensitivity. Enthusiastically participated in internal design reviews and other team-building meetings.

### Education

#### BFA in Graphic Design

minor in Art History (Magna Cum Laude)

University of South Florida, St. Petersburg, FL

2012