

Morgan Burnside

Multidisciplinary Visual Communicator

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614-517-9159

Expertise

- Brand Development, Identity and Strategy
- Client Relations
- Curriculum Design
- Email Marketing
- Graphic Creation and Design
- Layout and Concept Design
- Multi-Channel Marketing
- Packaging and Product Management
- Pre-Production
- Photography
- Publishing Design
- Project Management
- Trend Research
- Team Leadership
- Typography
- Visual Communications

Skills

- Experienced Creative
- Contract-Based Work
- Corporate Structure
- Deadline Driven
- Detail Oriented
- Efficient
- Flexible Approach
- Problem Solver
- Quality Control
- Strategic Partnership

Agency Design Experience

Digital Designer

Cardio Partners

2024-2025 | Remote

- Directed multi-brand content marketing and visual strategies across AEDSuperstore, AED.com, American AED, Heartsmart, and CPRSource, ensuring brand consistency and market differentiation
- Developed dynamic Figma-based brand guides, enhancing inbound marketing and messaging alignment
- Designed high-impact email campaigns with automation flows, improving click-through rates and revenue
- Produced motion graphics, typography systems, and CTA-driven assets to drive engagement
- Collaborated on website redesigns using data-driven design to optimize user experience and conversions
- Created sales collateral, brochures, and branded materials supporting AED, CPR, and first aid segments
- Managed freelance designers and project timelines to maintain quality and brand consistency
- Led ADA compliance initiatives, implementing WCAG 2.1 standards and color systems across platforms

Graphic and Product Designer

Carson-Dellosa Education

2019-2022 | Remote

- Led comprehensive design development for educational products including book series, classroom decoration lines, and branded packaging while collaborating with Disney, Pixar, Star Wars, and Marvel licenses
- Managed project timelines and assets for internal teams and freelancers, maintaining consistent delivery schedules and quality standards
- Created R&D strategies and trend analysis presentations that drove new product development and expanded retail offerings
- Optimized creative workflows and quality processes across digital and print marketing platforms

Graphic Designer

Ares Sportswear

2015-2019 | Hilliard, Ohio

- Designed custom screen prints and embroidery for businesses, schools, and OHSA championship events
- Managed e-commerce platform launch to streamline spirit wear ordering and fundraising
- Oversaw client communications and apparel line-ups tailored to organizational needs.
- Led and supported team to ensure timely, high-quality customer service

Qualities

- Adaptable
- Deadline Driven
- Dependable
- File Organization and Cataloging
- Enthusiastic
- Self-Motivated and Proactive
- Thrives Under Pressure in Fast-Paced Environments
- Leader
- Relationship Development
- Team-Oriented

Technology

- ADA Compliance via the WCAG 2.1 Model
- Adobe Creative Suite
- Canva
- Figma
- Google Workspace
- Google Ads
- Klayvio
- Mailchimp
- Microsoft Office
- Social Media
- Trello
- Website Development Including Figma and Squarespace

Education

Bachelor of Fine Arts
Graphic Design 2012
Ohio University
Athens, Ohio

Contract Design Experience

Brand & Marketing Designer

Cottom's Wildlife Removal

2023-Present | Remote

- Redesigned and developed comprehensive brand identity and guidelines
- Designed marketing collateral, including business cards, apparel, magnets, and tradeshow displays
- Orchestrated marketing email campaigns using Mailchimp, maintaining brand consistency and optimizing engagement

Educational Workbook

Product Designer

Modern Kid Press

2024 | Remote

- Crafted workbooks focusing on kindergarten to 4th grade
- Adhered to state educational standards across U.S. as required per project
- Exercised creativity within the established framework
- Developed tailored aesthetics and layouts to suit the specific text, grade level, and reading proficiency

Product Designer

Schoolgirl Style

2023-2024 | Remote

- Created engaging and informative educational products that enhance learning environments
- Researched trending styles and learning products to develop themes that align with curriculum objectives and student interests
- Curated a classroom environment that was both engaging and conducive to learning
- Incorporated learning visuals and teaching materials into designs that helped reinforce key concepts and promote a dynamic learning experience for students
- Focused on creativity and functionality, created a space that inspired curiosity and supported effective teaching and learning practices

Illustrator

Carson-Dellosa Education

2023 | Remote

- Produced over 190 vector illustrations for Spectrum Language Arts workbooks, spanning grades 1-8

Brand & Web Designer

DC Dump Trailer Rentals

2022-Present | Remote

- Developed logo and established brand identity
- Managed and executed social media marketing and advertising campaigns.
- Oversaw production and distribution of print media and sponsorship materials
- Built and maintained a fully functioning website

Promotional Designer

Social Circle 614

2019 | Remote

- Designed promotional posters for Pelotonia fundraising events, boosting visibility and supporting donations
- Created social media assets to drive engagement and amplify event reach across platforms

Menu Designer

Avanti F+B

2019 | Remote

- Designed a children's menu that also served as an engaging coloring page, combining function and entertainment
- Illustrated fun, brand-consistent elements to enhance the overall customer experience

Apparel Designer

University Tees

2017-2018 | Remote

- Designed screen prints for university spirit wear, Greek Life events, and business apparel, tailored to client branding needs
- Created artwork proofs and digital mock-ups for apparel, ensuring client approval before production
- Prepared print-ready screen separations in vector format for consistent, high-quality prints