



Darrell Callis Burks

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Personal Profile

Graphics geek that flies that flag proudly, loves design, never tires of learning, and has great customer service skills. Academic background includes emphasis on design and graphics for print and web.

Education

Bachelor of Fine Arts in Graphic Design, Minor emphasis in Book Arts

May 2000, Middle Tennessee State University, Murfreesboro, Tennessee

Qualifications/Key Skills

- High level of proficiency in graphic tools including but not limited to Adobe Photoshop, Illustrator, and InDesign
- Experience and knowledge of HTML/CSS; Microsoft Word, Power Point, and Publisher; QuarkXpress; Corel Draw; Content Management Systems (CMS); and Ticket/Workflow Systems
- Solid analytical, creative, and communication skills with ability to work in a team environment
- Computer skills on PC and Mac and well versed in both print and digital mediums
- Positive, collaborative, hands-on, and self-driven person that is proactive and a team player.
- Very detail oriented, highly organized, and have the ability to thrive in a fast-paced environment while multi-tasking
- Maintained technical and design knowledge by attending design workshops, reviewing professional publications, and reading design/technology websites to stay on top trends, technologies, and new art techniques

Experience

Graphic Designer/Marketing Specialist May 2000 to September 2002, November 2003 to Present

Middle Tennessee State University, Creative Marketing Solutions, Murfreesboro, Tennessee

- Conceptualized, created, and laid out complex graphic designs for posters, advertisements, fliers, calendars, banners, mailers, educational materials, signage, digital media, and brochures
- Followed through on assignments, demonstrated commitment to getting tasks accomplished, handled small to large multiple projects simultaneously, and managed deadlines to help prioritize multiple projects that allowed for quickly adjusting to changing priorities
- Functioned as lead designer for many projects and branding campaigns along with doing market research to identify market trends
- Worked collaboratively with creative and marketing teams to ensure that all design solutions meet deadlines, objectives, and budget parameters while taking lead where needed
- Communicated with printers and external vendors, and attended press checks as needed
- Selected photography to be used in assigned projects; worked with photographers to ensure that the composition, colors, and subject matter meet the requirements of the project
- Helped maintain graphic standards and brand integrity

Freelance Worker October 2002 to Present

- Designed food packaging labels, images/graphics for web, personal logos, and helped nonprofits with design needs
- Utilized website templates to help create websites for businesses and friends

Links

callisburks.com

linkedin.com/in/darrellcallisburks/