

JESSE S. H. BURTON

AREAS OF EXPERTISE

- » Multi-disciplinary creative direction
- » Art direction & visual design
- » Interaction & UX design
- » Motion graphics & direction
- » Video direction, editing, & production, including direction for VFX

ACCOUNT HIGHLIGHTS

- » MasterCard
- » Johnson & Johnson
- » Ernst & Young
- » Warner Music Group
- » EMI
- » SonyBMG
- » Universal Music
- » Oxfam America
- » New York Yankees
- » Mead Westvaco
- » Hopeless Records

RECENT EXPERIENCE

2007 - Current Associate Creative Director Baldwin & Obenauf, Inc. (2007-2009 Ego Id, Inc)

- » As the lead creative on the new business team (and subsequently on the account), transformed a single low-budget video opportunity with MasterCard into one of the agency's major accounts. Set an agency record for billing over a one week period.
- » Was the lead creative for the Midwest region of Ernst & Young's Entrepreneur of the Year awards program. Oversaw all creative aspects of 3 gala events, including stage design, stage direction, and the direction of all video content (some 90 minutes worth of finalist profiles and interstitial content assembled over 3 weeks).
- » Oversaw the design and implementation (including wireframing, user testing, IA, content strategy, interaction & visual design) of a customer portal and online store for IVANS, an \$100mm health care technology company. -50% of its new health care accounts now originate from the online platform.
- » Developed an agency-wide strategy for, and led the design and implementation of, a comprehensive in-house production and post-production video capability, including motion graphics and 3D.
- » Rose from Designer to ACD in 2 years.

2004 - Current Freelance Direction & Design

- » Direction & design of album art, apparel, and music videos for the entertainment industry.
- » Ultra-low budget music video for All Time Low (Hopeless/WMG) yielded 3 million YouTube plays.
- » T-shirt design for Say Anything (J Records/SonyBMG) selected for Rolling Stone's 2008 "Best of Rock" issue.
- » Music videos for Paulson (Doghouse/WMG) and We Are The In Crowd (Hopeless) both selected as winners in MTVU's weekly "Freshman" contest.

TOOLS

- » Photoshop
- » Illustrator
- » After Effects
- » InDesign
- » Flash
- » Omnigraffle
- » CSS/HTML
- » Final Cut Pro
- » Cinema 4D
- » Compressor
- » Color

EDUCATION

- » BFA in Film/TV, New York University, Class of 2002
- » Graduated with Honors
- » National Merit Scholar