
Robert Burdi BFA MBA
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Professional Profile

Highly experienced multimedia arts professional with in-depth knowledge of page layout, illustration, photo-retouching programs, web development, photography, and film. Direct all aspects of design/production of multiple projects under tight deadlines while keeping a sharp eye on expense controls and profitability. Ability to market, inform and educate end-users the benefits of a project.

Education and Certifications

University of Illinois at Chicago 1990 Chicago, Illinois — **Bachelor of Fine Arts, Graphic Design**

Keller Graduate School of Management 2007 Chicago, Illinois — **Master of Business Administration, Concentration Marketing**

Management Association, Leadership for Group Leaders

Sales Makers Training – Certification

Computer Technology

Excellent to Advanced Experience in:

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|------------------------|--------------------------|----------------------|------------------------|
| * Adobe Animate CC | * HTML5 Canvas Animation | * Adobe InDesign CC | * Adobe Illustrator CC |
| * Adobe Photoshop CC | * Adobe Premiere CC | * Dreamweaver CC | * Adobe Acrobat Pro CC |
| * MS Office Suite 2019 | * Adobe Audition CC | * Autodesk Maya 2018 | * Videography Skills |
| * HTML5/CSS | * JavaScript | * PHP Scripting | * Photography Skills |

Marketing and Business

Production, design and marketing experience in:

- | | | | | |
|---------------------------|------------------------|---------------|-------------------|------------------------|
| * Instructional Tutorials | * Project Management | * Logos | * Parking Permits | * Web Banners |
| * Web Design | * Client Retention | * Order Forms | * Trade Shows | * Programs/Stage Bills |
| * Catalogs | * Web Hosting | * Animation | * Brochures | * Presentations |
| * Manuals | * Student Lesson Plans | * Decals | * Wedding Invites | * Business Cards |

Academic Work Experience

5/2020 – Present **Roosevelt University**, Chicago, Illinois

Adjunct Faculty - Instruct and Manage Roosevelt University Students

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|--|---------------------------------------|
| • DES200 Introduction to Design and History | • ART109 Art and Media |
| • ART340R Professional Portfolio Development | • ART325 Visual Identity and Branding |
| • ART130 Design and Color | • ART265 History of Graphic Design |

4/2018 – 5/2020 **Robert Morris University**, Chicago, Illinois

Adjunct Instructor Graphic Design - Instruct and Manage Robert Morris University Students

- Graphic Design Studio - ICP 350 Intermediate iCenter Projects
 - Worked side-by-side with a student for Anabelle Martinez at Maestri Tutoring creating a promotional marketing video.
 - Worked side-by-side with 2 students for Jim Finks Foundation Sports Camp documenting activities with film and photography.
- ART440 Professional Portfolio Development
- ART411 The Business of Art and Design
- ART425 Signs and Symbols
- ART270 Typography 1

9/2011 – Present **DeVry University**, Chicago, Illinois

Visiting Professor Web Graphic Design & Multimedia Design

- Instruct DeVry University and DeVry Advantage Academy students (Chicago Public Schools HS) Onsite and Virtual
- Web Graphic Design - 201, 205, 210, 235, 229, 235, 242, 260, 251
- Multimedia Digital Design – 340 Business of Graphic Design
- Computer Information Sciences - Securities 280

- Computers 100, Microsoft Office Suite - Pearson Education MyItLab.com
- Professional – Conflict Management, Active Learning, Encouraging Teamwork, Academic Integrity Board, Portfolio Showcase
- AIGA - American Institute of Graphic Arts – DeVry Chicago Student Chapter Faculty Sponsor
- Tutored students in various classes in WGD and MDD. Onsite, Virtual and Remote
- DeVry University Advantage Academy (DUAA) Robotics Club Faculty Lecturer
- DeVry University Advantage Academy (DUAA) Chess Club Faculty Sponsor

2/2018 – Present **South Suburban College**, South Holland, Illinois

Adjunct Instructor Graphic Design - Instruct and Manage South Suburban College Students

- ART130 Computer Assisted Illustration / ART260 Advanced Computer Assisted Illustration (Adobe Illustrator/Photoshop)
- ART270 Computer Animation - Hands-on training with computer animation software and traditional animation techniques.

1/2012 – 9/2017 **Illinois Institute of Art**, Tinley Park, Illinois

Adjunct Instructor Graphic Design & Fine Art

- Instruct Illinois Institute of Art students
- GD107 Introduction to Design Applications, GWDB103 Digital Illustration, FND135 Image Manipulation, DPH242 Image Manipulation, GEN150 – Math Concepts & Connections, ART110 Color Theory, GEN109 Introduction to Computer Arts, ART102 Observational Drawing, ART100 Design Fundamentals

Professional Work Experience

Personal and Professional Websites • RobertBurdi.com, BurdiPhoto.com, BurdiCreative.com, VidToday.com, Pix4Pets.com

2003 – Present **Contract employment through various agencies**

- Photography / Video Clients – McColly, Prime, Coldwell Banker Real Estate Clients, Progressive Trucking & Jim Finks Foundation
- Photography / Video Projects – Social Media Marketing, Corporate Events, Birthday Parties, Weddings and School Fund Raising.
- Design Projects – Logo; Newtec Windows and Doors, Website; Corsa Motorsports, and Wedding Invitations; Personal Clients
- Bride’s Guide – Generate new leads. Organize customers into a make-ready database.
- Constellation Brands – Updated a merchandising Point of Sale web site for wholesalers and Sponsorship media web site.
- Rydin Decal – Design and manage creative projects, including parking permits, hangtags and decals from concept to production.
- Hoffman York – Healthcare Signage Order Forms
- McDonalds – Trade Show Exhibits.
- Deco Labels & Tags – Food Packaging Labels (Flexography).
- Vision Graphics - Logos / Catalogs for United Stationers & Lagasse Sweet.
- Motorola - User Interface Design, Consumer Experience Design group.
- Motorola - Proposals / RFPs for the Government Enterprise Mobility.
- Walgreens – Pharmacy Order Forms.
- Videojet Technologies - CAD Illustrations / Operation Manuals.
- Daniel Woodhead Industries – Online Catalog / Image Conversion.
- General Learning Communications – Educational /Healthcare Workbooks
- Grainger - Catalog Page Layout.
- Pryor Architectural Signage Systems - Corporate, Hotel & Safety Signage.
- Oswegoland Park District - Recreational Identities / Logos

Prior to 2010 **Fulltime employment**

Kwik Kopy, Crown Point, Indiana

Inside Sales / Print Consultant / Art Direction

- Reproduction of customer requests on copy machines and full color presses (Digital & Plate), taking orders for business related

items along with quoting and order fulfillment.

- Member of Chicago Local 458M Graphic Communications Union

Cole Parmer, Vernon Hills, Illinois

Design Group Leader

- Monitor / Record a group of four to ensure weekly production goals are met, using MS Word/Excel
- Maintained and updated the ad and image database, including the HTML-based ad tracking system

- Trained associates and implemented catalog asset management, workflow and processed improvement software
- Delegated a designer for ad creation and photography
- Wrote and designed print and electronic publications, including MasterFlex.com and FoodTechSource.com

SciTech International, Chicago, Illinois

Graphic Designer/Desktop Publisher

- Coordinated and created catalogs, ads and media kits
- Oversaw quarterly press checks for design integrity
- Page layouts and web design using Quark and PageMaker

- Illustration and Presentation skills using Adobe Illustrator, Photoshop, CorelDraw and PowerPoint