





ALEXANDER BURNS

CREATIVE MANAGEMENT & STRATEGY

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SUMMARY

Brand and design leader with 8+ years building brand systems, directing creative teams, and delivering measurable results across luxury home-decor, wellness, and sustainability sectors. My work spans the full creative picture, visual identity, campaigns, digital experience, alongside building the internal AI infrastructure that connects teams and scales what we do well.

WORKING EXPERIENCE

BRAND STRATEGIST & DESIGN MANAGER

Crystorama Lighting | March 2024 - Present

- Lead end-to-end brand strategy and digital design execution for a luxury lighting brand, aligning creative direction with commercial performance across every customer touchpoint.
- Architect Shopify storefront experience, driving SEO optimization, site health, and UX/UI improvements that measurably lift discoverability, engagement, and conversion.
- Design and manage Klaviyo email strategy, building automated flows that unify copy, design, and behavioral data into high-converting customer experiences.
- Drive cross-functional collaboration with Product, Creative, and Sales teams, translating brand heritage and craftsmanship into cohesive, multi-platform storytelling and campaigns.
- Pioneered AI-powered creative workflows and spearheaded cross-departmental AI activation, synthesizing high-impact use cases, building personalized models and skills, and developing a company-wide resource library to scale creative and operational efficiency.
- Oversee brand governance and creative standards, ensuring visual identity, tone, and messaging consistency across campaigns, product launches, and trade presentations.

LEAD GRAPHIC DESIGNER & BRAND STRATEGIST

GreenCarbon | May 2021 - July 2023

- Built and scaled comprehensive brand systems and marketing collateral that positioned GreenCarbon as a credible thought leader in the sustainability sector.
- Partnered directly with executive leadership to develop investor decks, visual frameworks, and pitch assets that supported \$7.5M in funding acquisition.
- Directed digital content architecture and automated design workflows, increasing creative throughput and strengthening data cohesion across teams.
- Served as the strategic link between design and data, translating analytics into creative decisions that sharpened storytelling and elevated user experience.

● DESIGN DIRECTOR

Arendis LLC | November 2019 - January 2021

- Directed brand creation and creative strategy for three in-house consumer brands, TresViva Skincare, Bliss Wellness CBD, and Fluxxlab, delivering unified visual identities built for competitive markets.
- Led full product design lifecycle from concept through production, owning brand differentiation strategy and go-to-market creative execution.
- Developed 3D packaging systems, digital campaigns, and cross-channel assets, building a scalable visual framework that elevated brand perception and drove eCommerce growth.
- Managed digital advertising and social campaigns across channels, growing brand awareness and contributing directly to revenue performance.
- Collaborated with lab directors and external vendors on product innovation, translating R&D outcomes into market-ready, design-led products.

● DIGITAL & GRAPHIC DESIGNER

Arendis LLC | July 2019 - November 2019

- Led product design and brand development across multiple in-house brands, sustaining cohesive visual identity and precise market positioning from concept through launch.
- Conducted market and trend research to generate product concepts, delivering packaging designs, 3D renders, and visual prototypes that directly supported go-to-market execution.
- Designed sales collateral with refined typography and intentional layout, strengthening brand communication and customer perception.
- Collaborated cross-functionally to align creative output with commercial objectives, ensuring visual consistency across all digital and print touchpoints.
- Developed and maintained brand guidelines and asset libraries, standardizing visual language across teams and reducing design turnaround time on recurring deliverables.

PROFESSIONAL SKILLS

- Art Direction
- Client Relationship Management
- Project & Workflow Management
- Vendor & Partner Management
- Rapid Research & Information Synthesis
- Brand Strategy & Development
- Cross-Functional Collaboration
- Creative Strategy & Brand Vision
- Presentation & Pitch Development
- Strategic Brand Positioning

EDUCATION:

SACRED HEART UNIVERSITY

Bachelor of Arts (B.A.)

2013 - 2017

CERTIFICATIONS:

CLAUDE 101

Anthropic | ID: q4wcm33jdw99

DIGITAL MARKETING

Klaviyo | ID: 176316427

WEB DESIGN & DEVELOPMENT

Cornell University