

ALEXANDER BURNS

CREATIVE MANAGEMENT & STRATEGY

- 📞 +1(631)944-2610
- ✉️ Alexander.n.burns@gmail.com
- 📍 Brooklyn, New York
- 🌐 Alexandernburns.com

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. Bridges strategy and execution, from visual identity and campaign creative to Shopify UX, while architecting cross-departmental AI systems, personalized models, and activation resources that scale creative and operational efficiency organization-wide.

WORKING EXPERIENCE

● BRAND STRATEGIST & DESIGN MANAGER

Crystorama Lighting | 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 | 2021 - 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 | 2019 - 2020

- 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 | 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