

IAN BURMASTER

MULTIDISCIPLINARY DESIGNER

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PROFESSIONAL SUMMARY

A highly versatile multidisciplinary designer with over 20 years of experience in graphic design, video production, photography, and animation. Expert in crafting dynamic, impactful solutions across digital and print mediums, excelling at every stage of the creative process—from brainstorming and concept development to flawless execution and final delivery.

PROFESSIONAL EXPERIENCE

MULTIDISCIPLINARY DESIGNER

IAN BURMASTER - Freelance Designer
December 2023 - Current

Blended creativity and technical expertise across diverse disciplines, including graphic design, digital media, presentation development, and production.

- Developed an engaging showcase reel tailored for Trade Show presentations and classroom learning environments.
- Designed and delivered four comprehensive courses for the Injury Prevention and Workplace Safety initiative, a partnership between the Saskatchewan Workers' Compensation Board (WCB) and the Ministry of Labour Relations and Workplace Safety. This involved end-to-end project management, including designing materials, producing print-ready files, creating interactive PDFs, and overseeing video production, animation, and editing.

MULTIMEDIA SPECIALIST

NAIT (Northern Alberta Institute of Technology)
April 2021 - December 2023

Designed, developed, and managed multimedia content across multiple platforms to enhance user engagement and accessibility.

- Redrew and optimized illustrations from manuals into clear, legible vector formats, improving comprehension for both teachers and students.
- Partnered with developers, instructional designers, and subject matter experts to create Digital Learning Objects for interactive learning modules and video formats.
- Presented completed projects through dynamic, animated showcase reels, highlighting the final deliverables.

MULTIMEDIA SERVICES MANAGER

ATB FINANCIAL
February 2015 - November 2020

Directed the design, creation, and management of multimedia content across diverse platforms while leading a team of multimedia and web designers.

- Collaborated closely with Art Directors, Creative Directors, and Copywriters to produce compelling advertisements and content for both digital and print mediums.
- Streamlined production workflows by developing HTML5 banner ads using Bannerflow for automated delivery.
- Programmed and designed digital screens and LED building displays at ATB Place, including executing the launch event for ATB Financial's Apple Pay integration

SKILLS

GRAPHIC DESIGN

ANIMATION

VIDEO EDITING

ILLUSTRATION

DIGITAL IMAGING

PRESENTATION

VOICE OVER

SOFTWARE

ADOBE PHOTOSHOP

ADOBE AFTER EFFECTS

ADOBE PREMIERE

ADOBE INDESIGN

ADOBE ILLUSTRATOR

FIGMA

KEYNOTE

MICROSOFT OFFICE 365

● GRAPHIC DESIGNER & MULTIMEDIA ARTIST

DYNACOR MEDIA

January 2013 - February 2015

Designed, developed, and delivered multimedia content for eLearning solutions across multiple platforms.

- Worked closely with Art Directors, Creative Directors, and Copywriters to create impactful advertisements and content for both digital and print formats.
- Produced a wide range of graphics, animations, and interactive learning modules to enhance user engagement and knowledge retention.

● INTERACTIVE & VIDEO DESIGNER

MKM (Margaret Kool Marketing)

August 2007 - November 2012

Designed and developed multimedia content across various platforms, progressing from a production design role to interactive and video design.

- Created and finalized ads and production-ready content for both digital and print formats.
- Created Flash banner ads for advertising campaigns and web content.
- Conducted photography and video shoots, handling editing and animation to produce engaging multimedia content.

● SENIOR PRODUCTION ARTIST

CALDER BATEMAN

May 2004 - July 2007

Produced final artwork across a variety of mediums, including billboards, flyers, print campaigns, and newsprint.

- Prepared print-ready artwork, adhering to specifications and managing all aspects of pre-press production.
- Retouched and enhanced photos for use in newsprint, billboards, and other print materials.
- Conducted press checks to ensure precise color accuracy, resolution, trapping, and overall print quality.

EDUCATION

MACEWAN UNIVERSITY

AUDIOVISUAL COMMUNICATIONS

June 1994 - June 1996

Pursued a diploma in Audiovisual Communications at MacEwan University, with a focus on developing the skills and expertise required to excel in today's fast-paced and evolving creative industry.

AWARDS and RECOGNITIONS

2019 ACE Awards: *Social Media Advertising Series* – Sing-A-Ma-Jig for ATB Financial

2016 ACE Awards: *Innovative Use of Technology* – Let There Be LEDs for ATB Financial

2008 ACE Awards: *Print Campaign* – Radioactive Pizza for Bistro Italiano

2007 ACE Awards: *Newspaper Series* – Operation Classified for the Edmonton Journal

2005 ACE Awards: *Newspaper Series* – Leave Behind for Fire Etc.

1995 MacEwan Student Awards: *Best of Show* – Self-Portrait