

Kristin Burbach

ART DIRECTOR & CREATIVE STRATEGIST

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Art Director and Creative Strategist with 11+ years of experience developing brand systems, experiential environments, and integrated creative across print and digital. Skilled at translating strategy and established brand identities into scalable visual systems for complex, high-volume projects. Experienced collaborating with agencies, internal brand teams, producers, and vendors from concept through production and onsite execution.

PROFESSIONAL EXPERIENCE

Art Director & Creative Strategist

Burbach Creative | 2021–Present

- Lead art direction, brand development, and production design across technology, healthcare, real estate, and experiential marketing, spanning print, digital, and physical environments.
- Develop scalable brand systems including visual identity, typography, imagery, iconography, templates, guidelines, and environmental applications.
- Partner with agencies, brand teams, producers, and vendors to execute complex creative programs from concept through production and onsite implementation.
- Design high-volume experiential programs and creative systems spanning signage, spatial graphics, presentations, event collateral, and templates that improve efficiency and brand consistency.

Founder & Creative Director

The Cheeky Life | 2020–2023

- Founded and developed a direct-to-consumer lifestyle brand from concept through launch, creating the identity, e-commerce experience, merchandise, content, and integrated digital marketing.
- Grew the brand organically to approximately 1,500 social followers and generated approximately \$25K in sales while independently leading creative direction, marketing, and brand development.

Art Director

Amenity Health (MedCline) | 2019–2020

- Led art direction and brand development across digital, e-commerce, print, and multi-channel campaigns supporting direct-to-consumer growth.
- Evolved the MedCline visual identity into a more distinctive and consistent brand system across customer touchpoints.

Senior Graphic Designer

American Specialty Health | 2015–2019

Promoted from Graphic Designer I → Graphic Designer II → Senior Graphic Designer

- Developed brand identities, campaigns, digital and print collateral, presentations, signage, and experiential work for 20+ internal and external clients.
- Led brand and environmental design initiatives, including visual identity systems, brand guidelines, trade show environments, conference experiences, and marketing collateral.
- Mentored junior designers and production artists while improving creative workflows and collaborating with cross-functional teams from concept through production.

SELECTED AWARDS

ADDY · APEX · Aster · Graphic Design USA · Healthcare Advertising Awards · Hermes Creative Awards · MarCom

EDUCATION

San Diego State University | BA, Art, Emphasis in Graphic Design · *Summa Cum Laude*

CORE EXPERTISE

Art Direction · Creative Strategy · Brand Systems · Experiential Design · Environmental Graphics · Production Design · Brand Development · Brand Guidelines · Presentation Design · Integrated Campaigns · Creative Operations · Print & Digital Design

TOOLS

Adobe Creative Cloud (InDesign, Illustrator, Photoshop) · Canva · SketchUp · Webflow · Figma · Microsoft Office (PowerPoint, Word, Excel) · Google Workspace (Slides, Sheets, Docs)