Shirer Burkett

Creative Director · Design Director

Somerset, KY · Remote or hybrid (Lexington, Louisville, Cincinnati) · hello@shirerburkett.com · shirerburkett.com · linkedin.com/in/shirer-burkett

PROFILE

Creative director with 20+ years leading brand, digital and campaign work in the US and UK, from heading brand design at Global Radio, the UK's largest commercial radio group, to designing Hotels.com's mobile apps and founding SUPERFAB Digital. I pair a big imagination with the discipline that makes ideas hold together: clear briefs, strong systems, motivated teams, and work that looks like art and performs like strategy. Grounded in strategy and sound business decisions; hands-on with AI-assisted workflows for research, concepting and production.

LEADERSHIP HIGHLIGHTS

- Led a 12-person team of art directors, designers and developers through company-wide change at Global Radio; reorganized creative into three specialist groups to reduce outsourcing.
- Directed brand creative across Global and its stations, including the Heart roll-out, Capital FM's Summertime Ball and Jingle Bell Ball, and the Classic FM website relaunch.
- Led creative on a Coca-Cola pitch with Zone; the account was won.
- Senior creative and Scrum Master for Hotels.com's iPhone and Android apps.
- Founded SUPERFAB Digital; directed integrated brand, web and campaign work including a ten-county, bilingual public-health campaign.

EXPERIENCE

Founder & Creative Director

2017 – Present (full-time since 2021)

SUPERFAB Digital · Somerset, KY / Remote

- Lead brand identity, website and integrated campaign projects from discovery to delivery, bringing in specialist collaborators as needed.
- Clients include FLOATHOUZZ, Sunline Stays, Lake Cumberland District Health Department, Lifeline HomeCare, Lake Cumberland Farmers Market and Baxter's Coffee.
- Use AI-assisted tools for research, concept exploration and production, with creative judgment and quality control throughout.

Digital Director, four markets · on-air host

2018 – 2020

iHeartMedia · Somerset, Lexington, Louisville KY; Indianapolis IN

- Oversaw station websites and social media across Kentucky and Indiana markets; partnered with local teams on digital strategy.
- Created briefing processes and workflows for digital creative requests; produced event graphics and signage; ran social calendars and reporting.
- Also hosted the live call-in show Swap N Shop (2017–2020).

Senior Print Designer & Freelance Designer/Developer

2014 – 2017

Commercial Printing · Somerset, KY

- Designed print, vehicle wraps and advertising for regional clients; built small-business websites and brand packages.

Freelance Creative Consultant & Art Director

2009 – 2013

London agencies via Aquent: Zone, Draftfcb, The Alternative, Wunderman, DDB, EHS Brann, Framfab

- Led creative on a winning Coca-Cola pitch with Zone; pitch work for Microsoft, Skype and Lloyds Pharmacy; event branding for Samsung.
- Senior creative for Hotels.com (Expedia): iPhone and Android app strategy and design; Scrum Master.

Group Creative Director & Head of Brand Design

2008 – 2009

Global Radio · London

- Accountable for brand, commercial and interactive creative output; led a team of 12 and managed the team budget.
- Introduced a new briefing system plus creative kick-off and review procedures.
- Partnered with Global's founder on the Global brand and subsidiaries, Help a London Child and Capital FM.

Art Director

2006 – 2008

GCap Media · London

- Deputy to the Design Director; started weekly design reviews and a design wall.
- Creative direction and interior design of five core meeting spaces; art direction for XFM, Classic FM, Capital, Gold, Planet Rock and brand partners.

Earlier

Freelance art director, London agencies · Design Director, Little Bohemia studio, New York · Multimedia Designer, Global Education Network, New York

BRANDS

Coca-Cola, Microsoft, Skype, Hotels.com, Samsung, Lloyds Pharmacy, HSBC, Land Rover, Ford, Jack Daniel's, Vodafone, BBC, Disney, Capital FM, Classic FM, Heart, XFM, iHeartMedia, Big Ass Fans

HOW I WORK

Tool-agnostic and AI-forward. Fluent in industry-standard design, web and generative AI tools, and quick to learn whatever comes next. Comfortable in agile (Scrum) and waterfall teams.

EDUCATION

Pratt Institute, New York: continuing education in web & graphic design · United Digital Artists, New York: web design · University of Mississippi: theatre studies