

David Burnette
Creative Director

Having spent the first ten years of his career in consumer advertising and the second ten in healthcare, David brings a wealth of creative experience and award-winning talent to all his clients.

David graduated from the prestigious Pratt Institute in New York City in 1984 with a degree in graphic design and illustration and began his career branding and executing creative for such well-known clients as Pepsi, Georgia Power, Marta, and Weight Watchers, among others. Between 1993 and 1997, David developed promotional programs and interactive displays for the NBA, NFL, ESPN, and the ACC, pioneering the change in Atlanta from traditional art methods to computer graphics. He also directed the photography, design and branding for some of the nation's most successful brands, including UPS, Bellsouth, Georgia-Pacific, Home Depot, AkzoNobel and Hewlett Packard.

In 1997 David switched from traditional consumer advertising to healthcare advertising, assuming increasing managerial responsibilities while developing consistent, award-winning branding campaigns for most of his clients which ranged literally from A to Z (Abbott to Zovirax). In the last 11 years, David has worked in numerous therapeutic categories, including dermatology, diagnostics, optometry, cardiovascular, analgesia, and, more recently, asthma. His work has been featured in industry trade journals and recognized with numerous industry awards.

Experience

Scout Marketing 2007- 2010

Associate Creative Director. As one of the first creatives hired specifically for Healthcare brands at Scout, I was responsible for day-to-day work on the agency's pharmaceutical brands as well as supervision of all of accounts. Launched several brands, including ProAir HFA and Prialt.

Adair Greene-McCann 1997- 2007

Senior Art Director, Graphic Designer, Illustrator. Over the years my consistent award-winning work has benefited many of the agency's clients, ranging literally from A to Z (Abbott to Zovirax). Also supervised studio staff, freelancers, junior art directors, and print and pre-press procedures.

Petco Design South 1994-1997

As a Graphic Designer, Illustrator, and Art Director, I directed the photography, design, and redesign of the print materials for some of the nations most successful brands, including UPS, BellSouth, Georgia-Pacific, Home Depot, AkzoNobel, and Hewlett Packard.

Methods Marketing/Food World 1993-1994

Designed and illustrated promotional programs, games, sweepstakes, and interactive displays for clients such as the NBA and the NFL, ESPN, and ACC, among others.

Tracy-Locke/Cargil, Wilson & Acree 1987-1993

I wore many hats at Tracy-Locke, working as a Graphic Designer, Illustrator, Art Director, and Studio Manager. Clients included Pepsi, Georgia Power, Marta, and Weight Watchers, among others.

Education: 1981-1984

Pratt Institute, BA, Graphic Design/Illustration