

# SHAMON BURTON

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## PORTFOLIO



# RESUME

## Shamon Burton

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New Smyrna Beach, FL  
poserkook@gmail.com  
www.poserkook.com



## Work Experience

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- **GRAPHIC DESIGNER**  
Tactus Marketing | Aguadilla, PR  
2023 - Present
- **ANALYST/SCHEDULER**  
Avelo Airlines | Houston, TX  
July 2023 - July 2024
- **DATA ANALYST**  
Security First Insurance | Ormond Beach, FL  
2022 - 2023
- **GRAPHIC DESIGNER**  
Security First Insurance | Ormond Beach, FL  
2018 - 2023
- **GRAPHIC DESIGNER**  
Daytona State College | Daytona Beach, FL  
2016 - 2018

## Education

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**Master of Science (MS) in Information Technology | 2022**  
Southern New Hampshire University, Manchester, NH

**Bachelor of Fine Arts (B.F.A.) in Graphic Design | 2015**  
Lamar University, Beaumont, TX

**Bachelor of Applied Science (BAS) in Management | 2013**  
Daytona State College, Daytona Beach, FL

## Summary

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Passionate and highly creative Graphic Designer with 15+ years of experience creating visual layouts, developing innovative concepts, and conveying brand identities. Proven expertise in utilizing design tools, collaborating with cross-functional teams, and designing marketing materials. Proficient in developing packaging concepts, producing illustrations & logos, and delivering polished designs.

## Skills

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- Creativity
- Attention to Detail
- Communication
- Time Management
- Analytical Thinking
- Problem-solving
- Adobe Creative Suite
- Illustrator
- Photoshop
- InDesign
- Typography
- Color Theory
- Branding
- UI/UX Design
- Web Design (HTML/CSS)

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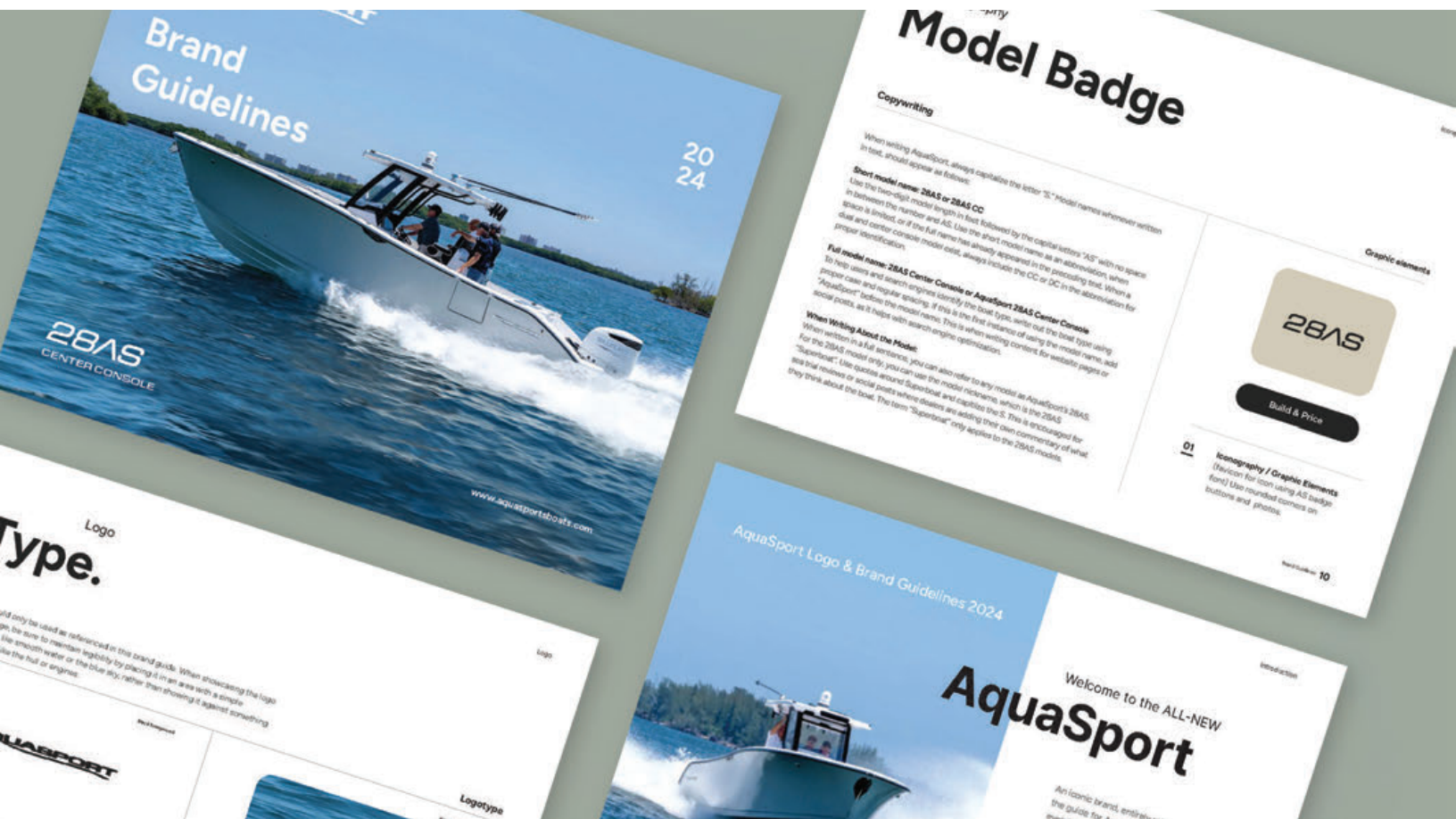
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# BRANDING

AquaSport Boats has been the top choice for saltwater fishing since the mid-1960s. The 2024 brand guidelines aim to keep its recognition updated yet consistent.

**Client** : AquaSports Boats

**Year** : 2024



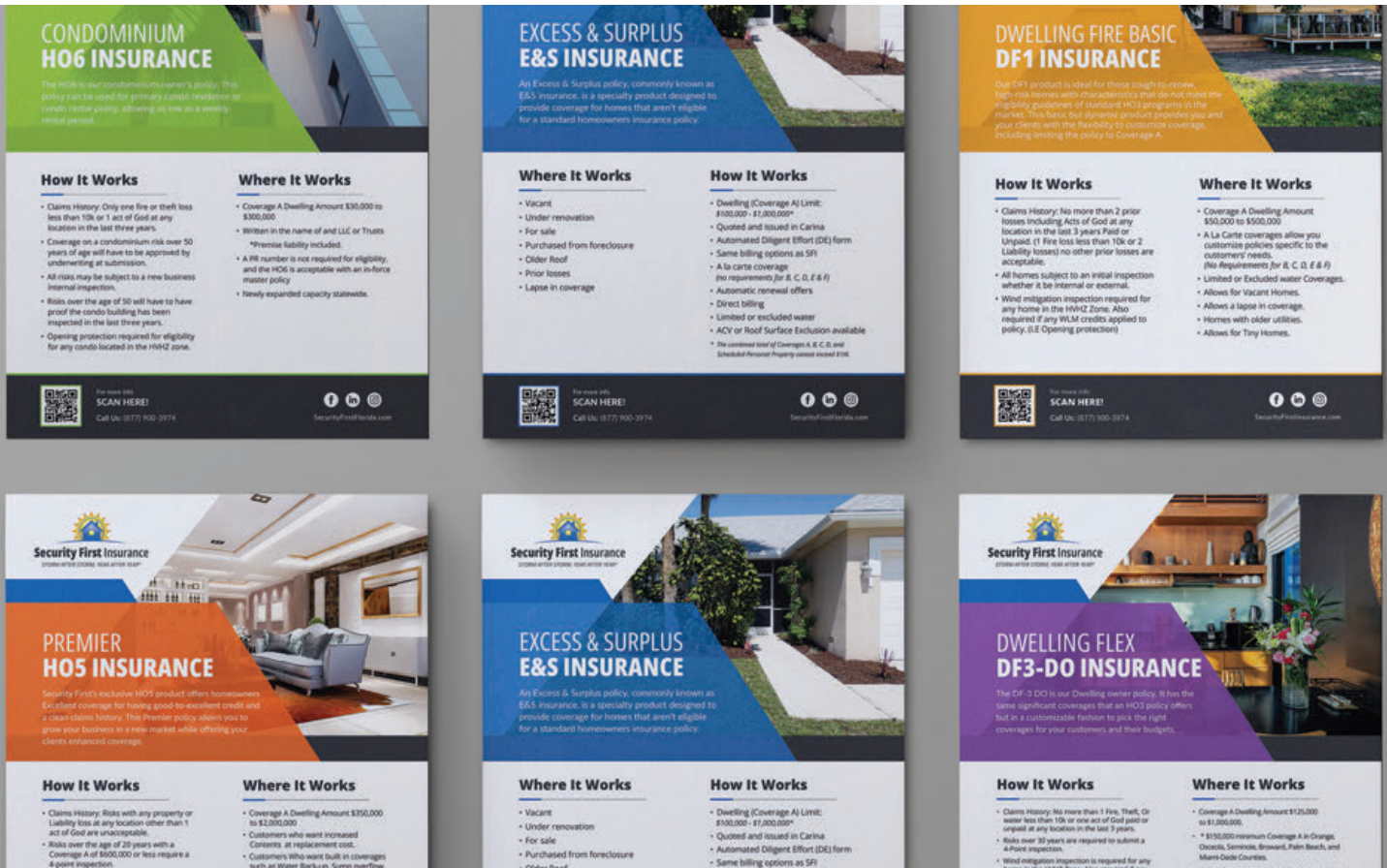
# BRANDING

The 2024 brand guidelines for MINT Software Systems emphasize its role as the leading SaaS solution for training and qualification management in civil aviation.

**Client** : Mint Software Systems

**Year** : 2024





# BRANDING

Security First Insurance provides various coverage options that may seem overwhelming initially. Their brochures simplify the policies, making it easier to understand your needs.

**Client** : Security First Insurance

**Year** : 2023



## BRANDING

Security First Insurance's postcard promotes a new flood insurance policy for individuals dropped by insurers after recent hurricanes and includes a FAQ sheet on coverage.

**Client** : Security First Insurance

**Year** : 2021



## BRANDING

A Security First Insurance business card showcases the contact details of a home insurance provider, serving as a marketing tool to connect with potential clients.

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**Client** : Security First Insurance

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**Year** : 2020



## KNOW YOUR OPTIONS. GET THE COVERAGE YOU NEED.

Security First uses your home's precise location to determine the flooding risk of your property, and since we do not use the same generalized location flood risk mapping as the NFIP, changes to their mapping do not impact our Flood Coverage premiums. This can mean huge savings for you.

Here's how our flood insurance coverages differ:



## FLORIDIANS DESERVE A BETTER FLOOD INSURANCE SOLUTION.

Security First Insurance Company's flood insurance solution is different than the separate flood insurance policy provided by the National Flood Insurance Program (NFIP).

Our optional Flood Coverage provides greater protection at a price that's tailored to your home's exposure to flood damage.

In addition to the Flood Coverage Endorsement, which provides coverage for flood damage caused by storm surge and excessive rainfall, we also include Water Backup and Sump Overflow Coverage in our standard homeowners policy when Water Damage Coverage is selected. Water Backup and Sump Overflow Coverage covers damage caused by water that backs up from sewers and drains or overflows from a sump.

We use your property's precise location to determine your home's risk of incurring flood damage which helps us calculate a Flood Coverage premium for your home's individual risk. **Flood coverage is not included in a standard homeowner's insurance policy.** Now's the time to get the coverage you need to protect your home.



Add this coverage for as low as

**\$13/MONTH**

Contact your agent or call us at  
(877) 333-9992 for a quote.

Security First Insurance



## FREQUENTLY ASKED QUESTIONS

**When can I add Flood Coverage to my Security First policy?**

Flood Coverage can be added to your policy at any time. However, there could be a 30-day waiting period before coverage begins when adding mid-term.

**Do I need an elevation certificate?**

No. We do not require an elevation certificate to obtain this coverage.

**Is the Flood Coverage Endorsement certified by the Florida Office of Insurance Regulation?**

Yes. Our endorsement is certified by the Florida Office of Insurance Regulation and meets the requirements specified in the United States Code (USC) 4032a(3) and Florida Statute 627.755(1)(a).

Contact your agent or call us at (877) 333-9992 for a quote.



## WEATHER OR NOT, FLOODS HAPPEN.

Flood Coverage is not included in a standard homeowners policy. Broken city water lines, excessive rainfall-damage caused by floods is a risk every homeowner faces, no matter the location or season. We offer affordable Flood Coverage that can be easily added to your policy.



OPTIONAL FLOOD COVERAGE  
AS LOW AS \$13/MONTH

Security First Insurance

# BRANDING

A tri-fold brochure for Security First Insurance highlights the benefits of its flood insurance over the National Flood Insurance Program and presents key features for prospective customers.

**Client** : Security First Insurance

**Year** : 2019



## BRANDING

Daytona State's marketing for the School of Adult Education includes postcards promoting GED attainment, reading and math skill improvement, and English language enhancement.

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**Client** : Daytona State College

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**Year** : 2016



## BRANDING

Daytona State's dental assisting program leaflets emphasize the essential education and training needed for valued dental professionals.

**Client** : Daytona State College

**Year** : 2017



**2016 SCHEDULE**

#	Exhibition	* Conference	White: Home event	Time
<b>AUGUST</b>				
Tues. 23	at Lynn University	TBA		
Tues. 23	at Palm Beach State College		3:00 PM	
Fri. 26	vs. Indian River State College	(@ Hillsborough Community College)	2:30 PM	
Fri. 26	vs. Polk State College	(@ Tampa, FL)	2:30 PM	
Sat. 27	at Hillsborough Community College		10:00 PM	
Sat. 27	vs. St. Petersburg College	(@ Hillsborough Community College)	1:30 PM	
Wed. 31	vs. St. Petersburg College	(@ Hillsborough Community College)	6:00 PM	
<b>SEPTEMBER</b>				
Fri. 2	at Pensacola State College		12:00 PM	
Fri. 2	vs. Lawson State Community College	(@ Pensacola State College)	4:00 PM	
Sat. 3	vs. Pasco-Hernando State College	(@ Pensacola State College)	10:00 AM	
Sat. 3	vs. State College of Florida, Manatee-Sarasota	(@ Gulf Breeze Community Center)	3:00 PM	
Tue. 6	Indian River State College		6:00 PM	
Thurs. 8	at State College of Florida	(@ Manatee-Sarasota)	6:00 PM	
Tue. 13	Hillsborough Community College		6:00 PM	
Fri. 16	at Polk State College	(Polk State Tournament)	11:00 AM	
Fri. 16	vs. Palm Beach State College	(@ Polk State College)	6:30 PM	
Fri. 16	vs. State College of Florida, Manatee-Sarasota	(@ Polk State College)	12:30 PM	
Tue. 20	Florida State College at Jacksonville		6:00 PM	
Tue. 22	Santa Fe College		6:00 PM	
Tue. 27	at St. Johns River State College		7:00 PM	
Thurs. 29	Lake Sumter State College		7:00 PM	
Fri. 30	vs. Palm Beach State College	(@ Indian River State College)	1:00 PM	
Fri. 30	at Indian River State College		1:00 PM	
<b>OCTOBER</b>				
Tues. 4	at College of Central Florida		7:00 PM	
Tues. 6	at Florida State College at Jacksonville		3:00 PM	
Tues. 11	at Santa Fe College		2:30 PM	
Thurs. 13	St. Johns River State College		2:30 PM	
Sat. 15	Palm Beach State College		1:00 PM	
Sat. 27	at Lake Sumter State College		7:00 PM	
Thurs. 20	College of Central Florida		7:00 PM	
Sat. 22	vs. State College of Florida	(Manatee-Sarasota)	12:00 PM	
Fri. 28	Miami Dade College		6:00 PM	

**DAYTONA STATE FALCONS VOLLEYBALL**

@DaytonaFalcon @FalconAthlete @Daytona.State

# BRANDING

Daytona State's Falcons volleyball team's 2016 season poster features theme days and promotions for fans, including discounts and special match dates.

**Client** : Daytona State College

**Year** : 2016





## BRANDING

The 2016 media guide for Daytona State's Falcons volleyball team features player details, theme days, and fan promotions like discounts and special match dates.

**Client** : Daytona State College

**Year** : 2016



## BRANDING

Since 1981, Pro-Lite has been the first to manufacture travel-grade surfboard bags in the U.S. The 2012 catalog features board bags, traction pads, leashes, and more.

**Client** : Pro-Lite Surf Bags

**Year** : 2012



# BRANDING

Since 1981, Pro-Lite has been the first to manufacture travel-grade surfboard bags in the U.S. The 2012 catalog features board bags, traction pads, leashes, and more.

**Client** : Pro-Lite Surf Bags

**Year** : 2012



## LOGO DESIGN

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Agent Quick Bites sought an engaging logo that conveys essential insurance information and effectively captivates agents.

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**Client** : Security First Insurance

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**Year** : 2021





# **BIG DOG**

## **DUMPSTERS & DISPOSALS**

## **LOGO DESIGN**

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Big Dog Dumpsters focuses on cleanouts and waste disposal. They needed a logo that represents their professionalism and their family dog.

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**Client** : Big Dog Dumpsters & Disposals

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**Year** : 2022



## LOGO DESIGN

Security First Insurance hosted a family night at the Daytona Tortugas game and provided everyone with a themed t-shirt.

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**Client** : Security First Insurance

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**Year** : 2022



## LOGO DESIGN

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Wallaby is Security First Insurance's software for managing policies, marketing, customer relations, claims, underwriting, and commissions.

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**Client** : Security First Insurance

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**Year** : 2020



# Security First Insurance<sup>SM</sup>

## LOGO DESIGN

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Redesigned Security First Insurance's logo with a modern font, fitting it within a circle for social media use.

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**Client** : Security First Insurance

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**Year** : 2021



The image shows a logo design for Burt & Scheld. The text "BURT & SCHELD" is in a large, bold, dark blue sans-serif font. The ampersand is a stylized, light blue graphic element. Below this, the words "Facultative Corporation" are written in a smaller, dark blue sans-serif font, separated from the main text by a thin horizontal line.

# BURT & SCHELD

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## Facultative Corporation

## LOGO DESIGN

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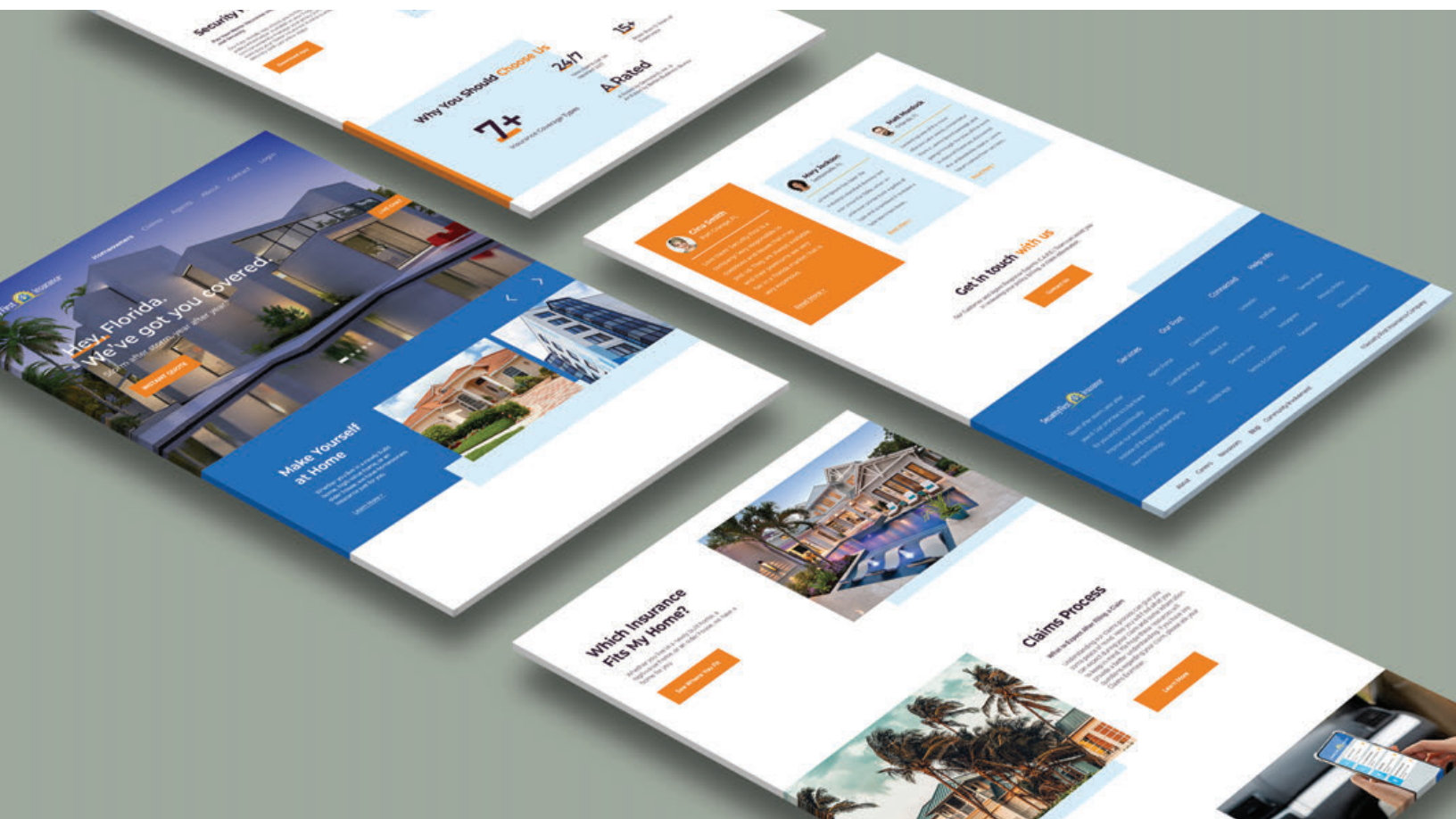
Redesigned the Burt & Scheld logo with web-friendly fonts, improved the ampersand's negative space, and centered the overall design.

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**Client** : Burt & Scheld Corporation

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**Year** : 2022



## WEB DESIGN

Revamped Security First Insurance website for 2025, crafted to significantly enhance lead conversion rates and create an engaging user experience.

**Client** : Security First Insurance

**Year** : 2023



## WEB DESIGN

Redesign mockup of the Security First Insurance website for 2025, crafted to significantly enhance lead conversion rates and create an engaging user experience.

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**Client** : Security First Insurance

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**Year** : 2023



## WEB DESIGN

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Revamp the mobile app for Security First Insurance to elevate user experience and engagement in 2022.

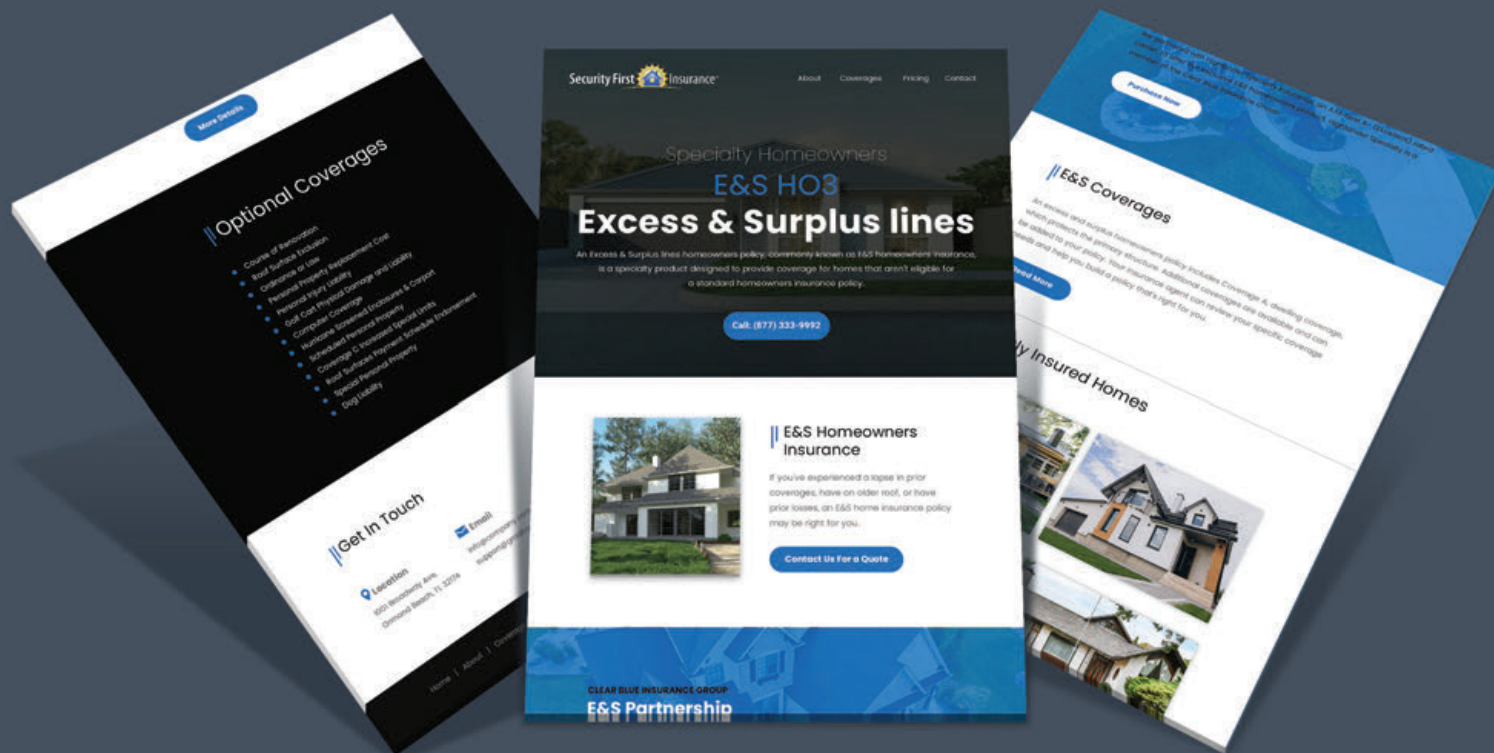
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**Client** : Security First Insurance

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**Year** : 2022





## WEB DESIGN

Designed a captivating landing page to boost lead conversion for the Security First Insurance Excess & Surplus (E&S) sales team.

**Client** : Security First Insurance

**Year** : 2023



## SOCIAL DESIGN

Social media posts highlighting Kalin Home Furnishings in Ormond Beach, showcasing their sale on quality furniture, decor, and sleep solutions from leading brands.

**Client** : Kalin Home Furnishings

**Year** : 2024



## SOCIAL DESIGN

Social media posts highlighting Kalin Home Furnishings in Ormond Beach, showcasing their New Year's sale on quality furniture, decor, and sleep solutions from leading brands.

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**Client** : Kalin Home Furnishings

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**Year** : 2025





## SOCIAL DESIGN

Yellow Dawg is a fishing charter service that offers kayak and paddleboard rentals. Dive into these exciting social posts and discover all the fantastic experiences.

**Client** : Yellow Dawg Fishing

**Year** : 2024



## SOCIAL DESIGN

Halifax Humane Society's Mutt Strutt is a one-day event in Daytona Beach, Florida, where people can bring their dogs to the beach and showcase them.

**Client** : Security First Insurance

**Year** : 2022





## ILLUSTRATION

The Kona Brewing Company women's contest T-shirt design at New Smyrna Beach showcases women's unique style and creativity.

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**Client** : Kona Brewing Company

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**Year** : 2011



## ILLUSTRATION

New Smyrna Surfari Club poster celebrating its 35th anniversary and decades of timeless surfing style.

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**Client** : Smyrna Surfari Club

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**Year** : 2014



## ILLUSTRATION

The Kona Brewing Company juniors contest T-shirt design at New Smyrna Beach, titled the Kona Tadpole, embodies the contest's unique spirit.

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**Client** : Kona Brewing Company

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**Year** : 2011



## ILLUSTRATION

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Join Pure Life Surf School in Daytona Beach, FL, for weekly surf lessons and receive a stylish t-shirt to start your surfing journey.

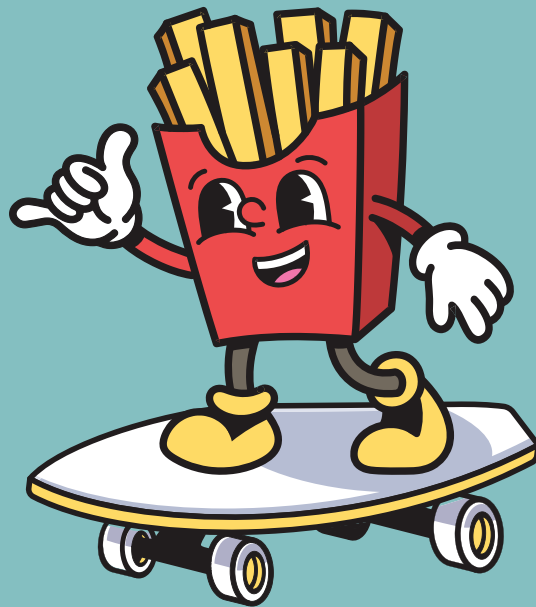
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**Client** : Pure Life Surf School

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**Year** : 2025





**THANK YOU FOR YOUR TIME!**

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[www.poserkook.com](http://www.poserkook.com)