Tom Burke Creative Director, Instructional/Multimedia Designer

tomburke1321@gmail.com | (978) 987-1114 | Boston, MA | Portfolio | LinkedIn

PROFESSIONAL SUMMARY

Creative Director and versatile Multimedia Content Designer / Visual Editor with extensive experience producing content that entertains, educates, and converts. Skilled in video editing (Premiere Pro), audio production (Ableton Live), animation, branding, and social media content strategy. Founder of Lobstah Claw Music, an independent sync agency where I create 360 degree branded content.. Creator and producer of *The Newsiest News Podcast*, handling everything from recording to animated visuals. Eight (8) years experience as a Digital Design & Music Educator and Head of Curriculum at EdTech company GameClass. Passionate about shaping raw ideas into must-watch, story-driven content. Proven ability to ideate, edit, and publish video content for platforms like YouTube, Instagram, and LinkedIn - always with an eye on creativity, clarity, and conversion.

WORK EXPERIENCE

Head of Curriculum   Sept 2025 – Present
GameClass, Independent Contractor   *Remote*

- Lead curriculum development for GameClass and Partners

Curriculum Designer / Content Creator   July 2025 - Sept 2025

- Highlighted Project - Lesson on Line as an Element of Design using Donkey Kong clips.
- Designed original, standards-aligned curriculum, courses, projects, and lesson plans that integrate popular video games to enhance student engagement and learning outcomes
- Produced interactive lessons, custom overlays, and educational videos using GameClass tools and Adobe Creative Suite
- Developed student-facing projects, assessments, and printable resources to support hands-on, visual learning
- Created dynamic content such as the "Intro to Color Theory" lesson, using gameplay and video to teach color psychology, relationships, and visual communication
- Engaged in independent outreach and sales efforts, building partnerships with schools, clubs, microschools, and businesses to expand GameClass adoption

Creative Director, Founder/CEO   Jan 2025 – Present
Lobstah Claw Music   *Remote*

- Highlighted Project - Branding Ad Spec. In charge of Music (Production & Supervision) and all Visuals.
- Designed original, standards-aligned curriculum, courses, projects, and lesson plans that integrate popular video games to enhance student engagement and learning outcomes
- Produced interactive lessons, custom overlays, and educational videos using GameClass tools and Adobe Creative Suite
- Developed student-facing projects, assessments, and printable resources to support hands-on, visual learning
- Created dynamic content such as the "Intro to Color Theory" lesson, using gameplay and video to teach color psychology, relationships, and visual communication
- Engaged in independent outreach and sales efforts, building partnerships with schools, clubs, microschools, and businesses to expand GameClass adoption

Digital Design & Music Educator   Sept 2021 – Present
Malden Catholic High School   *Malden, MA*

- Highlighted Project - Menu Design Project
- Develop engaging curriculum for Digital Design and Music courses using instructional design principles and evaluation strategies (SAM, ADDIE, Kirkpatrick, Bloom's Taxonomy) and detailed lesson plans.
- Communicate design principles, elements, and techniques clearly and effectively to teach and guide students of all levels and backgrounds.
- Organize lesson plans, materials, syllabuses and daily duties using Notion and LMS - Google Classroom.
- Digital Design & Traditional Art design and art projects with Adobe Creative Cloud programs.

- Drumming, Piano & Music Theory, Music Production performance projects.
- Analyze, assess student performance data and implement lesson plan and communication improvements.

Graphic Communications Educator & Print Shop Manager
Waltham High School

Aug 2019 – Aug 2021
Waltham, MA

- Develop curriculum for Graphic Communications Shop students involving Adobe programs and Print jobs.
- Communicate design principles, elements, and techniques clearly and effectively to teach and guide students of all levels and backgrounds.
- Manage, print, finish print jobs for Waltham High School and the town of Waltham.
- Taught Spanish speaking adult learners English night class during this time

Marketing Coordinator
Atlantic Retail

Dec 2018 – Aug 2019
Needham, MA

- Design, edit, and update a wide range of digital & print materials for the firm's brokerage including brochures, e-blasts, floor plans, aerials, and presentations.

Design & Visual Shop Educator
Northeast Metro Tech High School

Feb 2017 – Jun 2018
Wakefield, MA

- Develop curriculum for Graphic Communications Shop students involving Adobe programs and Print jobs.
- Communicate design principles, elements, and techniques clearly and effectively to teach and guide students of all levels and backgrounds.
- Taught Design Course for summer school during this time

Graphic Designer
Transwestern

May 2014 – Mar 2016
Boston, MA

- Design, edit, and update a wide range of digital & print materials for the firm's brokerage including brochures, e-blasts (Constant Contact), floor plans, aerials, BOVs, OMs, and presentations.

Digital Design Assistant
Primary Design

Oct 2013 – May 2014
Haverhill, MA

- Update, edit, and design e-blasts, static and animated ads, and websites.
- Managed e-blasts with Constant Contact

EDUCATION

MIT x Great Learning Professional Certificate
Applied Data Science Program - Leveraging AI for Effective Decision-Making

Dec 2024
Online

- Proficient in Python programming and statistical analysis for data science applications.
- Experienced in machine learning and deep learning techniques for complex problem-solving.
- Skilled in developing recommendation systems and applying AI for effective decision-making.

Bachelor of Science, Graphic Design
Springfield College

May 2013
Springfield, MA

- Adobe Creative Suite, Maya, Figure Drawing, Illustration, Painting, Sculpture courses.
- Member of the Baseball team.

SKILLS

- **Education:** Articulate Storyline, Articulate Rise, SCORM, xAPI, Teaching, Needs Analysis, Communication, Instructional Design, Curriculum Design, SAM, ADDIE, Kirkpatrick, Leadership, People Management, Empathy, Patience
- **Creative:** Adobe Creative Suite - Photoshop, Premiere, Animate, Wacom, Animation, Illustration, Graphic Design, Content Creation, Ableton Live & DAWs, Sound Design, Marketing, Advertising

- **Tools:** Notion, Google Workspace, Microsoft Office, Slack, Mailchimp, Constant Contact, ClickFunnels, Shopify, Hootsuite, Zoom, OBS, Miro, Hey Gen, ChatGPT
- **Data:** Data Analysis, Data Visualization, Machine Learning, AI, Python, SQL, VLOOKUP, Excel, VS Code, Excel, Tableau, Google Analytics, Meta Analytics
- **Soft Skills:** Organization, Problem-Solving, Time Management, Curiosity, Determination, Leadership