

Work Experience:

1. Owner/Art Director: Sueperb Designs *Jacksonville, FL, 1998-Present*

Management Skills

- ▶ Excellent Verbal Communication Skills
- ▶ Clients established by Reputation & Referral
- ▶ Recognized for working with Difficult Clients
- ▶ Responsible for account Record Keeping, Estimates, and invoices
- ▶ Interface effectively with Sales and Marketing Departments
- ▶ Work as a Team with Designers, Production Department, and Outside Vendors at all levels
- ▶ Develop, institute, and stay within Branding Guidelines and Graphic Design Standards
- ▶ Keep within estimated Budget Costs
- ▶ Supervise, lead and motivate effective Concept Sessions
- ▶ Set-up Meetings and Appointments
- ▶ Make Client and Administrative Presentations
- ▶ Manage Time Schedules
- ▶ Self-disciplined, Self-starter and highly Motivated
- ▶ Public Speaking and Education Experience

Design Skills

Print:

- ▶ Tailor designs to a wide variety of client needs and styles
- ▶ Able to follow a job from concept to completion
- ▶ Fine Arts background with concentrated training in composition and color schemes
- ▶ Create original illustrations, both traditionally and electronically
- ▶ Layouts prepared for output
- ▶ Branding and Re-branding design; logo, letterhead & business cards
- ▶ Collateral; brochures, magazine & newspaper ads, publications & newsletters
- ▶ Architectural Sign Designs
- ▶ Vehicle Design and Wraps
 - Achievement: Award of Distinction, Jacksonville Image Awards
Take Stock in Children promotional school bus wrap design

Web:

- ▶ Set-up hosting, e-mail, and blog sites
- ▶ Create navigation & site maps
- ▶ Tailor design templates to a wide variety of client web needs and styles
- ▶ Create site pages using Dreamweaver, CSS, & Java Script
- ▶ Digital photography

Software Skills:

Expert in Adobe; Acrobat, Photoshop, Illustrator, In-Design, & Dreamweaver. Knowledgeable in QuarkXPress; Microsoft; Word, PowerPoint, Excel; QuickBooks Pro; PC & Mac platforms

2. Art Director: R.W. Reynolds Advertising Agency
Tampa, FL

- ▶ Staff hiring/firing
- ▶ Hospital marketing collateral, billboards & TV commercials
- Achievements:
 - First Place Addy Award, Tampa Advertising Federation
 - Expanded during employment from a new firm to grossing over one million dollars

3. Graphic Design: Freelance
Jacksonville, FL

- ▶ Freelance graphic design on a per job basis
- ▶ Instructor, Teen Summer Art Camp, MOMA (Jacksonville Museum of Modern Art)
- ▶ Illustrations for a WJCT Documentary & Leukemia Society Cook Book
- ▶ Singles Counselor; instructor, public speaker, event coordinator

Established Affiliations:

- ▶ Member, AIGA (American Institute of Graphic Arts)
Board Membership Chair 1999-2002;
Event Coordinator, Contact Person, Membership Updates
- ▶ PRSA (Public Relations Association of America)
- ▶ NAPP (National Association of Photoshop Professionals)

Education:

- ▶ Ringling School of Art and Design, Sarasota, FL
B.F.A. in Graphic Design, with Honors
- ▶ U.N.F Small Business Development Center, Jacksonville, FL
Certificate of Completion
- ▶ F.S.U Business Program, Jacksonville, FL
Web Certification Course

Graphic Design Samples: www.sueperb.com
References Available