



**Sue Runyon**  
graphic design  
sue@sueperb.com  
sueperb.com

## Education

**BFA in Graphic Design:**  
Ringling College of Art  
& Design, Sarasota FL

**Certificate:** UNF Small  
Business Development,  
Jacksonville FL

**Certificate:** EverBank  
Management, Jacksonville FL

## Skills

**Adobe CC:** Photoshop, InDesign  
Illustrator, After Effects,  
Dreamweaver, and XD

**Microsoft:** Word & PowerPoint

**Google Slides, Canva**

**Digital:** HTML5, CSS, UX  
Adobe Acrobat Pro, forms

**CMS:** Vimeo, Salesforce,  
Mailchimp, WordPress,  
Wix, Squarespace, Brightcove,  
Zerofox, & Survey Monkey

## Awards/Volunteer

### TIAA

Award: Graphic Design USA  
Volunteer: Take Stock in  
Children, Mentor

### Beaver Street Fisheries

Volunteer: City Year, Mentor

### Lender Processing Services

Awards: Graphic Design USA,  
AVA Digital, and MarCom

### Toast Masters: 2010-2013

Chapter president 2013  
1<sup>st</sup> Place Humorous Speech

**Member AIGA:** Atlanta chapter

## Professional Experience

### Graphic Design Contractor

**Southern Company:** Oct.–Dec. 2023, Atlanta GA - Remote

- ▶ Design work for Corporate Communications; evites, social posts, logos, digital flyers, event graphics, and white papers

**AHEAD, Inc:** April–July 2023, Chicago IL - Remote

- ▶ Support for subject matter experts to create impactful standardization during a brand refresh, updating templates, presentation visuals, infographics, and solution briefs

### Graphic Designer

**TIAA:** 2015–2023, Jacksonville FL - Hybrid

- ▶ Tackled multiple corporate rebrands, adhering to strict new standards, designing for social, web, email, digital, and print marketing
- ▶ Excellent Collaboration with cross-functional teams utilizing feedback to make data-driven decisions, while building successful campaigns contributing to significant growth in products and services
- ▶ Worked with digital team to deliver UX design and mock-ups for corporate site, and campaign landing pages
- ▶ Effectively conceptualized, designed, and built responsive-first emails for promotional and corporate communications, including editing HTML and CSS, with responsive and A/B testing
- ▶ Enterprise-wide Microsoft Word and PowerPoint liaison for presentations, templates, and troubleshooting
- ▶ Well-organized to meet delivery deadlines and intricate specs for trade shows: Cvent headers, evites, booth and signage graphics, and swag
- ▶ Developed marketing guidelines for ADA web compliance, video publication steps, and email campaign processes

### Marketing Coordinator

**Beaver Street Fisheries:** 2014, Jacksonville FL

- ▶ Designed full concession stand graphics for the Jacksonville Jaguars and Sharks sports arenas
- ▶ Point-of-purchase digital signage, web graphics, and sales collateral
- ▶ Worked with corporate chef to create retail packaging layout



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## Graphic Designer II

**Lender Processing Services:** 2008–2013, Jacksonville FL

- ▶ Strong performance in design and development of responsive-first, email, web, and digital banner campaigns, resulting in consistent positive lead-generation
- ▶ Expertise in print design and layout of complicated annual reports, brochures, and direct mail communications
- ▶ Worked with creative director to develop new corporate branded deliverables and brand guidelines
- ▶ Visually translated text into storytelling infographics for newsletters, Blogs, and PowerPoint presentations
- ▶ Collaborated with business unit managers in the design and quarterly delivery of eNewsletters
- ▶ Served as the point-of-contact between event planners and all vendors for event themed graphics
- ▶ Created corporate icons and various logos for management groups, events, and software interfaces
- ▶ Designed print ads and T-shirts for corporate sponsorships
- ▶ Managed, retouched, and photographed all executive portraits and campus events

View my work @ [sueperb.com](http://sueperb.com)