



Sue Runyon

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sueperb.com

As an accomplished graphic designer, I'm able to translate complex concepts into clear, revenue generating solutions. Working well on collaborative efforts, I tackle challenges with gusto, desiring to deliver the best and most creative possible outcome, ready for more.

Professional Work Experience:

1. TIAA Bank: Graphic Designer; Jacksonville FL, Feb., 2015 – Present

- ▶ Design & production of print collateral & direct mail communications while ensuring strict adherence to corporate brand
- ▶ Build & test emails for product promotion & general banking communications
- ▶ Create social media graphics & web banners
- ▶ Working on a brand guideline document for data-driven visual graphics

2. Beaver Street Fisheries: Marketing Coordinator; Jacksonville FL, Jan. – Nov., 2014

- ▶ Designed Sea Best concessions graphics for EverBank Field & the Jacksonville Arena ▶ Collaborated with product experts to create & produce retail packaging layouts
- ▶ Created POS signage & large format display graphics for the Sea Best brand
- ▶ Responsible for the layout & print delivery of all sales collateral

3. Lender Processing Services: Graphic Designer II; Jacksonville FL, 2008 – 2013 ▶

- Worked closely with writers, clients & account managers from concept to development of themed marketing campaigns using banner ads, emails, & landing pages, resulting in consistent positive lead generation
- ▶ Collaborated with account managers in the initial design, layout & production of multiple client-facing & internal quarterly eNewsletters
 - ▶ Exhibited strong performance in the development & delivery of print marketing, working with clients & vendors: Annual reports, collateral, brochures, direct mail & publication ads
 - ▶ Expertise in pop-ups & special folds for direct mail promotions, including mechanical art details such as specs, die cuts, proofs & press checks, in a variety of delivery methods
 - ▶ Served as graphics communications contact between event planners & sponsor vendors to produce branded themes for events & tradeshow: Event logo, web graphics, Evites, booth & large format signage, program guides, maps & promo items
 - ▶ Strategized to build infographics & diagrams for presentations & newsletters
 - ▶ Responsible for corporate sponsorship t-shirt designs
 - ▶ Scheduled & supervised corporate photography: Management portraits, video still shots, award ceremonies, United Way & all other campus events

Awards from [Communicator](#), [Graphic Design USA](#), [AVA Digital](#), [Marcom](#), & [Hermies](#)



3. Sueperb Designs: Founder, Principal Designer; Jacksonville FL, 1999 – 2008

- ▶ Developed new or refreshed & updated branding, letterhead, website & marketing materials from conception to implementation based on client's marketing objectives
- ▶ Instrumental in providing web solutions accredited for increased web traffic, expanded sales & increased overall brand awareness
- ▶ Designed to spec, large vehicle wraps

Award of Distinction, Jacksonville Image Awards; *Take Stock in Children* vehicle wrap

Education:

- ▶ BFA in Graphic Design, with honors, Ringling College of Art & Design, Sarasota, FL
- ▶ Certificate of Completion, UNF Small Business Development Center, Jacksonville, FL

Affiliations:

- ▶ [AIGA](#) (American Institute of Graphic Arts) 1999 – Present
Board Membership Chair, 1999-2002
- ▶ [Toasting 601](#), charter member, Toastmasters International, 2012 – 2015
President, 2013
First Place Humorous Speech competition, 2012

Software Skills:

- ▶ Expert in Adobe CC: Photoshop, Illustrator, InDesign, Dreamweaver & Acrobat Pro; Microsoft Word & PowerPoint
- ▶ Competence in Microsoft Excel, HTML5, CSS, Exact Target, Sales Force
- ▶ Work on both PC & Mac

