



**Sue Runyon**  
graphic design

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As an accomplished graphic designer, I translate complex ideas into visually impactful and profitable results. What I enjoy most about my job is listening to a clients needs, then engaging with them to find the best possible [solutions](#).

## Professional Work Experience:

### Graphic Designer **TIAA:** 2015–2023, Jacksonville FL

- ▶ Success in working through three corporate rebrands, learning to adhere to strict new standards designing for social media, web, email, digital and print marketing
- ▶ Collaboration with internal marketing managers, writers, and digital teams to build successful campaigns contributing to significant growth in products and services
- ▶ PowerPoint liaison enterprise-wide
- ▶ Work with the digital team to deliver UX design and mock-ups for corporate web and campaign landing pages using digital design best practices
- ▶ Well-organized to meet delivery deadlines and intricate specs for trade show graphics: Cvent headers, e-vites, booths and signage, tchotchkes, PowerPoint, and more
- ▶ Develop step-by-step guidelines for ADA web compliance, Sitecore, Microsoft Word and PowerPoint templates

Award: [Graphic Design USA](#)  
Member AIGA, [Atlanta chapter](#)

### Marketing Coordinator **Beaver Street Fisheries:** 2014, Jacksonville FL

- ▶ Designed full vinyl-wrap concession stand graphics for sports arenas, retail packaging layouts, and sales collateral

### Graphic Designer II **Lender Processing Services:** 2008–2013, Jacksonville FL

- ▶ Strong performance in the development and delivery of themed marketing campaigns, resulting in consistent positive lead-generation
- ▶ Worked with creative director to develop corporate brand & guidelines for collateral, ad campaign and internal documents
- ▶ Visually translate text into storytelling infographics for digital marketing, newsletters and PowerPoint presentations
- ▶ Design and layout of event theme graphics, serving as the communications contact between event planners and vendors
- ▶ Collaborate with business unit managers on the initial design and then delivery of e-newsletters
- ▶ Expertise in pop-ups and unique folds for direct mail, including varnishes and die cuts
- ▶ Responsible for a variety of ads and jersey designs for corporate non-profit sponsorships
- ▶ Managed and shot corporate photography and image editing for executive portraits and events

Awards: [Graphic Design USA](#), [Communicator](#), [AVA Digital](#), and [MarCom](#)



**Founder, Principal Designer** Sueperb Designs: 2002–present, Jacksonville FL

- ▶ Wrote business plan. Acquired business license. Networked to find clients.
- ▶ Designed and executed new or refreshed brand & identity based on clients marketing objectives; logos, letterhead, site maps, website development, and marketing materials
- ▶ Instrumental in providing web solutions accredited for increased web traffic, expanded sales and higher overall brand awareness
- ▶ Excellent working relationship with external vendors as needed
- ▶ Illustrated large-scale vehicle wraps

Award of Distinction: Jacksonville Image Awards *Take Stock in Children* school bus wrap

**Education:**

- ▶ BFA in Graphic Design, with honors: Ringling College of Art and Design, Sarasota, FL
- ▶ Business Development Certificate: UNF Small Business Development Center, Jacksonville, FL
- ▶ Foundations in Management Certificate: EverBank, Jacksonville, FL

**Skills:**

- ▶ Expert in Adobe Creative Suite; Photoshop, Illustrator, InDesign, Dreamweaver, and Xd. Microsoft Word and PowerPoint templates
- ▶ Competence in HTML5, CSS, and Adobe After Effects
- ▶ Able to work within Content Management Systems; Vimeo, Brightcove, Salesforce, Mail Chimp, Litmus, Adobe Workfront, WordPress, and Squarespace

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