

SUZANNE DANIELS

ART DIRECTOR / WEB & GRAPHIC DESIGNER

ART DIRECTION • WEBSITE DESIGN • CORPORATE IDENTITY/BRANDING • COLLATERAL/SALES MATERIALS
ANNUAL REPORTS • INFOGRAPHICS • SOCIAL MEDIA MARKETING • EMAIL DESIGN

EXPERIENCE

2010 - Present

Suzanne Daniels Design

Freelance Art Director / Designer

Agencies I have worked with: Razorfish, GDD Interactive, nFusion, Camelot Communications and Twin B Creative.

Companies I have done work for: Whole Foods, HomeAway, Samsung, Maxwell House, National Geographic, GameFly, Intuit, Mint.com, TurboTax, Gold's Gym, McCombs School of Business, Dallas Morning News, FareCompare, ShortOrder, Springdale Farm, Texas NOW, Pep Boys, Telligent, TGI Friday's, MRB Consulting, Sustainable Food Center, EcoRise, National Farm to School Network, Women's Storybook Project, Impact Austin and Yoga Illumined.

2008 - 2010

Blockbuster Inc.

Art Director, Online

Led the effort to design, concept and oversee the quality of work to increase website retention and online subscriptions while reinforcing and enhancing the online brand strategy. Managed the Visual Design team by providing input in the conceptualization, art direction and oversight of the execution of visual designs for the Blockbuster website and marketing materials (both online and print); as well as analysis of Web User Interfaces.

Collaborated with product managers, project managers, interaction design leads, development leads and writers to develop visual design to support and enhance user interface design, interactive design, current technology, and business requirements.

Web projects have included two redesigns of the navigation structure, implementation of an entirely new color scheme for the entire website, several redesigns of the homepage to increase retention and subscription; as well as the creation of the gift subscription flow, Blockbuster deals page, enhanced footer, Blockbuster blog, marketing landing pages and countless updates and tweaks to existing pages on blockbuster.com.

2007 - 2008

Blockbuster Inc.

Senior Visual Designer

Conceptualized and created design solutions that fulfilled strategic business objectives while maintaining the core design principles of the current website. Lead designer for Download section, Buy section, Movie Detail page, Rate Plan pages, Queue updates and all requests from Marketing.

Oversaw work of the Visual Designers, providing art direction, guidance and feedback.

Worked to develop a graphics standard for all online communications.

Worked to streamline the creative department in regards to file sharing, file creation, as well as the creative request process in order to increase in-house creative development and improve overall efficiency.

2006 - 2007

Independent Contractor

Graphic/Web/Flash Designer

Designed web pages, HTML emails, landing pages and collateral material for blockbuster.com and Blockbuster stores

2005 - 2006

RD2, Inc.

Project Manager/
Graphic Designer

Performed dual role as project manager and graphic designer. Responsible for taking projects from conception through completion, on schedule and on budget.

2003 - 2005

Expressive Arts, Inc.

Graphic / Web Designer

Oversaw projects through every phase of the design process from conceptualizing and design layout to printing and fulfillment. Worked with every sized client from family-owned restaurants to Fortune 500 companies.

2002-2003

RSW Creative

Graphic Designer

Concepting, design layout, design implementation, and mounting of projects.

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EDUCATION

1999-2001

Texas State University | San Marcos, TX

Completed 4 semesters of Communication Design, Art Foundation and Studio Art courses

1994-1996

Southwestern University | Georgetown, TX

BA, Biology

ATTRIBUTES

A solid working knowledge of experience design, brand development, interactive and creative process

Ability to understand, interpret and expand upon existing site design and style guides and create effective solutions within those guidelines

Resourceful, creative thinker with the ability to approach design problems conceptually and a desire to innovate

Good listener and problem solver, receptive to instruction and critical feedback while maintaining a positive attitude

Demonstrated ability to communicate effectively with others in a cross-functional team

Respectful/Respected team player providing professionalism in all aspects of the job

Excellent time management skills with a solid work ethic

Deadline- and detail-oriented with strong organizational skills

SKILLSET OVERVIEW

PHOTOSHOP

MS POWERPOINT

ILLUSTRATOR

MS WORD

INDESIGN

MS EXCEL

DREAMWEAVER

REFERENCES UPON REQUEST