

Susan Kelly

Senior Graphic Designer

www.myshowercap.com

Phone: 415.518.5404

Linkedin: www.linkedin.com/in/the-susankelly

Email: showercap128@gmail.com

PROFESSIONAL SUMMARY

Seasoned Senior Graphic Designer with over 25 years of experience in creating clean, compelling, and functional designs in a variety of industries. Extensive experience in strategically leading the concept, design, and execution of groundbreaking visual solutions for integrated, cross-channel initiatives, including the digital and social sphere. Continually exceeds expectations by creating valuable “win-win” partnerships and works well cross-functionally at all levels of the organization, including stakeholders, customers, vendors, and team members.

Technical Skills

Design Software

Adobe Creative Suite: Expert level in InDesign, Illustrator, Photoshop

Microsoft Office: Word, Excel, Powerpoint, Google Slides

Project Management

Monday

Wrike

Basecamp

Digital Asset Management

Media Valet

Widen Collective

Aprimo

Adobe Bridge

Instant Messaging

Microsoft Teams

Slack

Facebook Messenger

Education

Indiana University, Bloomington, IN

Graduate in Flute Performance and Business Administration

UC Irvine Extension Online

Certificate in Instructional Design

Instructor

The New School University (New York City)

Quark, Illustrator, InDesign and Photoshop. All levels.

Parsons School of Design (New York City)

InDesign, Quark, Illustrator and Photoshop. All levels.

Work History

SENIOR GRAPHIC DESIGNER

Higher Ground Education, Inc., Lake Forest, CA | 2016 – 2021

- Worked closely with design partners to create and bring to life the five brands under the Higher Ground umbrella. I personally lead the design direction of all collateral and seasonal initiatives
- Fielded dozens of design requests on a daily basis from campuses as well as internal departments, while delivering tremendous value and reaching/converting audiences
- Translated creative briefs into understandable and compelling assets that were scalable as we grew from one school to over 90 during my tenure
- Established standards and processes for production, quality, and client service, and created tools to support design operations
- Maintained visual brand continuity, usability, and appearance while ensuring design and messaging aligned to deliver compelling educational resources
- Managed design assets for our international team and gave guidance on branding and consistent design

FREELANCE SENIOR GRAPHIC DESIGNER

Showercap Productions, New York City and San Francisco, CA | 1998 – Present

- Developed a highly successful full-service graphic design business specializing in production of strategic visual communications for local, regional and national businesses as well as Fortune 500 corporations
- Worked with clients at each level of the design process by using strong interpersonal communication skills and conceptualization techniques
- Organized and managed multiple design projects. Successfully collaborated, led and mentored at all organizational levels. Took a diplomatic, level-headed, and sensitive approach to time and budget
- Produced all necessary collateral and signage for dozens of non-profit fundraising events. During my tenure, we consistently raised on average 20% more funds than the prior year

Testimonials

Camille Pratt

Director of Consumer Experience at Higher Ground Education

I've had the pleasure of working with Ms. Susan Kelly for over a decade and across two large-scale organizations. Susan is among the most creative and visionary graphic designers I have had the pleasure of working with. She was instrumental in helping build the brand for our most recent company where she took basic brand elements and built out a portfolio of branded elements and materials for our more than 85 school locations. She is highly dependable, professional, exceptional with managing deadlines, efficient, and thoughtful in her approach. She's also just a wonderful human being. In short, Susan is a dream designer for any marketing team or creative director. I would strongly recommend Susan for your graphic design needs! Feel free to contact me with questions.

Lisa Kathleen

Elementary Teacher Training Developer

Susan is detail-oriented, collaborative, fast, and responsive. She is my favourite designer to work with ever, and I would highly, highly recommend her to anyone needing support with developing a brand or maintaining consistent branding, highly professional marketing materials, print materials of all kinds, or digital assets. Susan's work has consistently received compliments from far and wide, and what's more, Susan is an absolute pleasure to work with. Just do it. You won't regret it!

Rachel Aquino

Senior Project Manager, Content Partnerships at Forbes

Susan is a joy to work with. She has been creating the marketing and admissions collateral for Heald College from the beginning, fulfilling all creative service requests and producing marketing pieces of high quality. I work with her on a day-to-day basis and she is consistent with her work, always putting in the time and effort to get things done efficiently despite tight deadlines and heavy work loads. Susan always provides input and follows-up on projects. Her graphic design skills are top-notch. Along with her professional work ethic, Susan is personable and friendly. I feel like I'm working with a good friend, rather than a colleague. I'd highly recommend Susan to anyone.

Work History Continued

CREATIVE SERVICES MANAGER

Heald College, San Francisco, CA | 2004 – 2010

- Designed and managed production for a wide variety of marketing materials including all advertising (print and digital), sell sheets, brochures, HR resources, and website assets for Heald's twelve campuses in California, Oregon and Hawaii
- Specialized in high volume, quick turnaround marketing campaigns and influenced the direction of each quarterly initiative
- Proactively and effectively worked with stakeholders on resourcing daily brand design and copywriting needs
- Established strong collaboration and trusting relationships among the team. Stayed on as a consultant for all three brands after reorganization
- Mentored junior designers on creative direction and briefs, including proofing designs and ensuring brand accuracy

ART DIRECTOR, EXTERNAL COMMUNICATIONS

Avon Products, New York, NY | 2000 – 2003

- Produced the biweekly company newspaper, circulation 500,000, targeting the Avon Representative sales force. Managed all design and production in both English and Spanish versions
- Interfaced with marketing, merchandising and sales organizations including company business leaders, event support, and internet teams
- Implemented and significantly improved the commercial PDF workflow which shortened company newspaper delivery cycle and allowed sales reps to increase productivity by 20%
- Received an award for outstanding artistic contribution after the 9/11 attacks

Selected Clients

Altierus Career College

Avon Products

BayHill High School

Beacon Montessori

BilliontoOne

Big Apple Circus

Blueshift Nutrition

Cafe Gratitude

Cathedral of Christ the Light

Catholic Charities of Santa Clara County

CBS Sports

Charter Oak Adult Education

City of SF Office of Workforce Development

Educational Measures

Farah & Farah Law Offices

Hartnell College

Heald College

Higher Ground Education, Inc.

International Children's Games

Kapor Center for Social Impact

Mercy High School

Montessori Northwest

Mt. San Antonio College

New Schools Venture Fund

Rebekah Children's Services

San Francisco Marin Medical Society

San Jose State University

Sonim Technologies

Southwest Institute of Montessori Studies

Sport's Illustrated

St. Mary's College High School

StudioBecker

Teaching Matters

The United Way of Santa Cruz

TIME Magazine

Thorvin for Animals, Inc.