

Suzanna Shubeck

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| SUMMARY |

Results-oriented Art Director experienced with print and interactive design, branding, marketing collateral, illustration, multimedia, production and pre-press. Able to take projects from concept to completion. Special emphasis on problem solving with high attention to design, typography and functionality. Mac and PC literate; high degree of technical proficiency with the ability to quickly grasp new technologies. Fluent in Spanish (written & verbal).

| APPLICATIONS & TOOLS |

Adobe CS4 (Photoshop, Illustrator, ImageReady)
InDesign, Acrobat
PowerPoint, Excel, Word
HTML & CSS (hand-coded), some PHP
Mac OS X & Windows

| PROFESSIONAL EXPERIENCE |

Art Director, Ultrapop Design, 2002 – Present

Ultrapop is a full service design studio providing print and web design, web development, presentation graphics, identity strategies and illustration to top Bay Area agencies such as Razorfish, Doremus, Anderson DDB, Filter Talent and Wayfinder Response Marketing.

Accomplishments:

- Web Site design & production, including information architecture and user experience design.
- Design logos, brand guidelines, stationery systems, brochures, direct mail, advertising and illustrations.
- Succeeded in meeting all project deadlines in a fast-paced agency environment.
- Clients include HP, Intel, Dolby Laboratories, Visa.com, Toshiba USA, Nortel, Wells Fargo, Shutterfly.

Senior Web Designer, Hotwire, Inc., 2005

Launched in 2000, Hotwire.com is the leading discount travel Web site with consistently lower prices on airline tickets, hotel rooms, rental cars, cruises and vacation packages.

Accomplishments:

- Design and development of online and offline advertising, email database marketing and UI design.
- Successfully launched new creative concepts that increased site user metrics and conversion rates.
- Maintained brand synergy and consistency in all communications channels.
- Ensured rapid turnaround of deliverables, leading to more efficient implementation and greater client satisfaction.

Flash Multimedia Instructor, Miami Ad School, San Francisco Campus, Fall 2001

A two-year portfolio school offering courses on graphic design, art direction, copywriting and account management.

Accomplishments:

- Developed curriculum, teaching materials and step-by-step Flash tutorials, introducing students to the program's authoring environment.
- Lectured on layout, design and typography as well as the technical requirements and usability issues essential to delivering web-based content.

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| PROFESSIONAL EXPERIENCE |

Graphic Designer, MyPrimeTme.com, 2000 – 2001

A web portal that delivered multimedia content targeted at Baby Boomers, providing articles and tools to manage and balance home life, work life, health, finances and leisure.

Accomplishments:

- Maintained and provided ongoing design of the web site, email newsletters, Flash presentations, seasonal content specials, ad promos and interstitials.
- Developed user interfaces and motion graphics for web, kiosks and interactive TV.
- Produced editorial illustrations for the web site; digitally retouched archival photos used in their PBS series “Great Entrepreneurs.”
- Collaborated in a cross-functional team to deliver daily content, with emphasis on fast, creative problem solving.

Multimedia Designer, Starmedia.com, 1999 – 2000

This Spanish-language portal delivers content to the fastest growing online demographic.

Accomplishments:

- Designed Flash demo of an interactive nightclub that included live concert streaming and product merchandising
- Captured videos using Premiere and encoded for RealPlayer streaming
- Created multimedia broadband compilations Flash and RealMedia.

| EDUCATION |

Certificate of Completion
Multimedia Studies
MediaLink/Bay Area Video Coalition, San Francisco, CA

Bachelor of Fine Arts
Graphic Design
The Corcoran School of Art, Washington, DC

| BIBLIOGRAPHY |

Guitton, Pedro. *Celebrity Logos*.
Barcelona, Spain:
Index Book, 2008

Eldridge, Kiki. *1000 Bags, Tags & Labels*.
Gloucester, Massachusetts:
Rockport Publishers, Inc., 2006