SUSAN DIXON

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http://www.susandixonagency.com

SENIOR GRAPHIC DESIGNER
CORE COMPETENCIES

Graphic Design I Web Design I Printed Marketing Assets I Email Campaigns
Social Media I PowerPoint Card Decks I Animation I Video Creation/Editing
Photography I Image Libraries I Branding

SUMMARY

Senior Graphic, Web, Email, Social Media, and Print Designer. Excel at creating combined print/web/email/social media branding and advertising campaigns.

- Passionate about branding. Specialize in designing combined print, web, and email campaigns with up to 70% sales increases.

- Created assets, layouts, and copy for hundreds of email campaigns and social media advertising posts, providing 56% increases in open rates.

- Experienced B2B, B2C, and Intranet website UX/UI designer and front-end developer. Also create landing pages, Internet and Intranet websites.

- Brought print design in-house for an annual savings of $150,000. Produced innovative graphic design for printed marketing collateral including logos, infographics, banners, print ads, white papers, brochures, flyers, folders, print ads, newsletters, magazines, journals, business cards, annual reports, signage, posters, postcards, swag, PowerPoint presentations, and tradeshow booths.

- "Susan is a pleasure to work with − a powerhouse of creativity, work ethic, kindness, collaboration, and mentoring."

RECENT WORK EXPERIENCE

Senior Graphic Designer – Web, Print, Email, Social Media   2010-2022
OMS National Insurance Company, Schaumburg, IL

- **Email Campaigns:** Created and sent out hundreds of email marketing and technical campaigns in HTML/CSS/Outlook and Constant Contact and achieved 56% increases in ROI. Designed layouts, graphics, copy.

- **Print Production:** Experience includes creating logos, banners, infographics, diagrams, training materials, ads, brochures, flyers, folders, large event banners, tabletop signage, posters, business cards, photo retouching, newsletters, professional journal ads, invitations, pitch decks, proposals, and marketing swag. I'm also an experienced photographer and photo retoucher.

- **Web Design and Development:** Provided UI/UX, web development, site planning, and content, for a variety of company websites including

TheRiverAgency.com, DDS4DDS.com, OMSNIC.com, the corporate Intranet, and Resource Center.

- **Animation and Video:** Skilled videographer, editor, and animator.

- **Special Event Design:** Designed event postcards, emails, invitations, meeting materials, brochures, exhibit materials, signage, and booth design for company events and conventions nationwide. Standup software trainer and curriculum developer.

- **File Management:** Created and maintained the Image and Logo Libraries and Catalogs.

- **Software Tools:** Adobe Photoshop, Illustrator, InDesign, Premiere, After Effects, Express, Adobe XD, Canva, PowerPoint presentations, Video Studio Pro, Lightroom, Dreamweaver, Acrobat DC, SharePoint, Microsoft Office Suite, HTML5, CSS3, Figma, motion, animation, video.

ADDITIONAL WORK EXPERIENCE

Web and Graphic Designer
Dixon Technologies Group, Aurora, IL

- Custom website design, site development, graphic design, branding, copywriting, project management and email marketing.

- Increased sales 70% for a major B2C book publisher via a combined email, print, and Web-based advertising campaign using HTML, CSS, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Dreamweaver. Also created successful email marketing campaigns and websites for transportation and food service companies, as well as an avionic lighting manufacturer.

- UI/UX design experience includes an engineering system for Rockwell International, a marketing system for NICOR, membership site for the A.H.A., inventory system for Kaiser Reynolds, and B2C websites for MicroLamps, Inc, insurance companies, a medical transport company, as well as Intranets for Kraft Foods, OMSNIC, and A.T. Kearney, Inc.

- Created and maintained 80 B2C websites for auto dealers nationwide. The sites were interfaced to a backend CRM software product and used a DLL file backend to pull inventory and other information entered by dealers.

- Contract Global Intranet Webmaster for the Research Department of A.T. Kearney, Inc., Chicago, IL, a Big Four management consulting firm with consultants in over fifty countries. Responsibilities included website planning, design, front-end development, implementation, content management, creation, and maintenance for Intranet sites in the Automotive, Transportation, Consumer Retail, and Benchmarking Methodology practices.

EDUCATION

Marycrest College, Bachelor of Arts in Design and Marketing, Davenport, IA

SOFTWARE SKILLS

Acrobat Pro DC, Adobe After Effects, Dreamweaver, Adobe Express, InDesign, Illustrator, Photoshop, Premiere, Publish, Adobe XD, Canva, CMS Systems, CRM Systems, Constant Contact, Corel Video Studio Pro, CSS3, Figma, Google Suite, HTML5, Microsoft Office Suite, Microsoft SharePoint, PowerPoint.