

Susan L. Bracy

tigger941@verizon.net • www.linkedin.com/in/sue-bracy-1074a11bb
www.subeedesigns.com • Baldwinsville, NY 13027 • (315) 427-7929

PROFESSIONAL PROFILE

- Highly accomplished professional with over twenty years of graphic design and desktop publishing experience.
- Adept in creating website banners, brochures, labels, posters, publications and email blasts.
- Expertise in contemporary styles on modern aesthetic and graphic design trends, demonstrates keen eye for design and data quality.
- Proficient in Adobe Creative suite, Microsoft Office suite, Figma, WordPress and Mailchimp.
- Recently Google Ads and Google Analytics certified.

AREAS OF EXPERTISE

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|-----------------------------|----------------------------|--------------------------------|
| ✓ Graphic Design | ✓ Brand Management | ✓ Event/Tradeshow Planning |
| ✓ Social Media | ✓ Project Management | ✓ Proposal Development |
| ✓ Print & Digital Marketing | ✓ Networking & Negotiation | ✓ Client & Stakeholder Liaison |

WORK EXPERIENCE

- Strong interpersonal skills with ability to conceptualize art for brand identity, engage with stakeholder, and creatively collaborate with teams.
- Conceptualized and designed promotional and technical brochures, instruction manuals, labels, posters, and magazine and newspaper advertisements.
- Maintain websites, keeping the information updated and within branding guidelines
- Take photographs and use image editing software to manipulate photographs.
- Create and edit videos using After Effects
- Collaborated with French and Spanish translators to interpret and update materials for printing and production.
- Coordinated with outside agencies, art services, web designer, marketing, printers, and external stakeholders.
- Engaged with clients concerning layouts and design of projects, reviewed final layouts, and ensured adherence to brand identity and project budgets.
- Served as Brand Ambassador by maintaining brand consistency across marketing channels.
- Created various designs for print and digital publication including flyers, labels, and posters.
- Collated and provided images of pumps, updated webpage, determined text designs, laid out page elements for published materials, including books, brochures, and magazine pages.
- Communicated with internal and external stakeholders regarding progress of projects and issues that arose.
- Planned and coordinated annual company children's Christmas party for 10 years. Managed RSVP's, ordered and wrapped gifts, booked entertainment, and organized prizes and catering.
- Check preliminary and final proofs for errors and make necessary corrections.
- Determine size and arrangement of illustrative material and copy, select style and size of type.
- Confer with clients to discuss and determine layout design.
- Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts.
- Prepare sample layouts for approval, using computer software.

WORK HISTORY

Multimedia Designer/Event Manager, ICM Controls – N. Syracuse, NY	09/2022-08/2024
Ticket Counter/Gate Agent, Piedmont/American Airlines – Syracuse, NY	11/2021-09/2022
Revenue Cycle Management Assoc. 1, National Grid – Syracuse, NY	12/2021-09/2022
Graphic Designer, Freelancer	09/2000-Present
Graphic Designer, Goulds Water Technology/Xylem Inc. - Seneca Falls, NY	01/2000-07/2020
Graphic Artist, Lakeside Printing - Skaneateles, NY	01/1995-12/1999

EDUCATION

Associates Degree in Business: Computers and Communications, Onondaga Community College, New York