susan cruz design

GRAPHIC DESIGN

NYC

design and creativity...

Experience

Freelance Designer

Susan Cruz Design

NYC • New Jersey • Aspen • LA
1994 - Present

Creative Director and Graphic Designer for all campaigns for the Bogota (NJ) Democratic Club. As well as the Bogota BOE "for the children" campaign.

Co-Creator and Graphic Designer for start-up stationary paper company, Lilybart.

Designer on lead design team for AMEX Corporation. Created and designed Global Merchant material for web, video and print.

Designer for Ralph Lauren Advertising. Designed and prepared ad files.

Project Manager for RR Donnelley at Sony Music Arcade. Managed and designed trade show space for NJOY electronic cigarettes.

Created prototype designs for McGraw-Hill's new elementary 2012 Science textbook at Hey Kids! studio.

Project Managed and designed award winning educational textbooks and consumables for publishers such as McGraw-Hill and Pearson.

Art directed and produced a Level Readers book series for Brooklyn based Wireless Generation.

Selected and color corrected cover photos for all American Map’s atlas, pocket maps, etc. Created atlases and travel guide books with Hammond — both under Langenscheidt Publishing Group.

Created company logo and design all marketing collateral for LA based dance company, Helios Dance Theater.

Design Manager

Macmillan McGraw-Hill

NYC
2003 - 2006

Effectively managed in-house design team to create an award winning (2006 New York Book Show) national science textbook product line for grades preK–6 through all phases of production, from conceptual development to bound book.

• Lead a creative team to be strong problem solvers and communicators, proficient in work flow practices and the K4 publishing system; team identified as exemplary model
• Developed overall concept for the program while working closely with editorial and marketing
• Created market leading prototypes for student, teacher, and support materials and participate in focus testing
• Collaborated with editorial and photo researchers to develop visual content that is grade-level appropriate
• Created page layouts with knowledge and understanding of science content
• Directed photo shoots, managed contract illustrators and handled press checks to ensure quality control
• Supervised photo selection to achieve dynamic page design
• Developed work flow and managed outside design vendors in production of state customized books

Senior Design

Macmillan McGraw-Hill

NYC
2001 - 2003

Worked on a muti-disciplinary design team to create book covers, CD-ROM packaging and various grades K–6 ancillary products.

• Created and managed design, artwork, and page layout in Photoshop
• Successfully developed and implemented a streamlined work flow process

Senior Designer

Allied Printing Resources

New Jersey
1999 - 2001

Coordinated in-house design team reorganization for improved procedures.

• Implemented work flow process
• Establish a design team
• Re-designed company catalog
• Partnered with Creative Director in designing online customer website
• Managed templates and art graphics for website
• Handled file preparation and downloading orders

Designer

The Ingle Group

Los Angeles
1997 - 1999

Built close working relationships with clients for independent design studio while managing and designing projects with tight deadlines.

• Designed entertainment related materials including: DGA (Directors Guild of America) Magazine, SAG (Screen Actors Guild), and KCET (LA's public television station).

Apparel Design and Marketing

Susan Cruz Design

Aspen
1994 - 1997

Started a business with knowledge and experience of apparel design.

• Created, produced and successfully sold worldwide the children's clothing line, "blue kitty"

Designer

Winterland Productions

San Francisco
1992 - 1995

Designed graphics and logos for print ready apparel.

• Specialized in spot color separation using advanced Photoshop features.

• Created apparel designs for clients including POLO Ralph Lauren, Levi's, DKNY, Tommy Hilfiger, Greenpeace, Hard Rock and just about every rock/pop band old and new.

Education

BFA Graphic Design

Cal Arts

Los Angeles
Sep 1987 - May 1991

Drawing / Photography

Fortman Studios

Florence Italy
Sep 1989 - Dec 1989

Foundation Art Program

Pratt Institute

Brooklyn
Jun 1986 - Aug 1986

MAC Skills

InDesign CC • Photoshop CC • Illustrator CC • Adobe Acrobat