

SUE HARMAN

Graphic Designer & Strategist



Grassroot Studios.com



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GrassrootStudios.com



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Millis, MA



CLEAR RESULT

Lead Designer
Westborough, MA
11/2012 - Present

- Designs marketing collateral (including advertising, direct mail, brochures, print ads, exhibit and trade show materials, business forms, presentations, logos, digital emails, and social media graphics) to meet internal and external client specifications in an agency setting.
- Collaborates with project managers, art directors, designers, and copywriters on strategic design solutions for more than 25 utility clients nationwide including National Grid, Mass Save, PECO, and Ameren Illinois.
- Oversees design work of junior designers and freelancers nationwide to achieve optimal visual solutions and ensuring all client brand guidelines are met.
- Engages with local and regional marketing staff to provide and execute creative strategy and concepts for multiple client campaigns and special projects.
- Plans presentations, sets specifications, and prepares final layouts.
- Works with a cross-functional team of video producers and web developers to establish consistency and current graphic trends.

DESIGN STUDIO MANAGER

- Managed and mentored a team of production designers nationwide.
- Created guidelines, processes, and standards among design team.
- Worked with production team to stay within project timelines and budget.
- Created and maintained close relationships with all vendors.

GRASSROOT STUDIOS

(Freelancer)

Owner/Creative Director
Millis, MA
01/2006 - Present

- Works with clients on marketing collateral from logos and brochures to product packaging and websites.
- Acts as a trusted advisor in design and marketing.
- Works with clients to find a marketing strategy.
- Built up clientele from 1 to 22 through customer referrals.

MARKETING STRATEGIES NOW

Graphic Design Manager
Wellesley, MA
08/2007 - 11/2012

- Created conceptual and successful design campaigns for clients such as Century 21, American Museum of Natural History and the New-York Historical Society.
- Key contributor for client pitches and presentations.
- Responsible for vision, direction, and execution of in-house photo shoots.
- Designed and programmed websites using Flash and Dreamweaver.

HARVARD APPARATUS

Graphic Designer
Holliston, MA
03/2005 - 08/2007

- Assisted in various projects such as catalog and manual layout, data sheets, advertisements, trade show graphics, web upkeep and proofing.
- Prepared files for print and attended press checks in VA.



EMERSON COLLEGE

Coursework towards a Masters in
Integrated Marketing Communications
Boston, MA

THE ART INSTITUTE OF BOSTON (LESLEY UNIVERSITY)

B.F.A in Graphic Design
Boston, MA



MAC OS X, Windows, All Microsoft Office, iWork,
Adobe Creative Suite, HTML, CSS, UX



Platinum AVA Digital Award, Platinum & Gold Hermes Creative Award, Platinum & Gold MarCom Award, Stevie Gold Award, Gold & Silver Communicator Award, Silver Davey Award, VEMA Award

Member of Toastmasters International