

Work

Freelance Web & Graphic Designer, Austin, TX (Nov. 2002-present)

Created fresh and intuitive web designs and printed business collateral for clients such as Laura Britt Design, SEED Property Group, Hampton Paper Designs, Brilliant Imports and Griffin School; seamlessly integrated all forms of media to form cohesive business identities; managed projects with developers to complete custom WordPress and PHP/MySQL database-driven projects.

Art Director, Gap Inc. Direct, San Francisco, CA (Mar. 2002-Oct. 2002)

Senior Designer, Gap Inc. Direct, San Francisco, CA (Jun. 2000-Mar. 2002)

Art directed GapMaternity division of gap.com and oversaw design end of Amazon launch project. Conceptualized designs and photo direction for seasonal site marketing releases and email campaigns. Responsibilities included leading photo shoots (on location and in studio), editing film, and managing designers; created templates for new designs that were easily maintained by design team. Recipient of 2002 Gap Inc. Direct Award for outstanding achievement.

Senior Web Designer, Violet, San Francisco, CA (Feb. 2000-May 2000)

Strategized with web and marketing teams to revise navigation and create engaging design for high-end consumer retail site; designed innovative HTML high-touch promotional emails. Collaborated with CCO to integrate technology, architecture and marketing needs with visual style and branding; managed freelance and in-house production resources.

Freelance Web Designer, Estee Lauder, New York, NY & San Francisco, CA (Mar. 1999-Jun. 2000)

Re-designed Bobbi Brown Cosmetics e-commerce website; created and produced online advertising and promotional HTML emails for Clinique Laboratories, Bobbi Brown Cosmetics and Origins; created multi-brand demo sites for Estee Lauder.

Web Designer/Project Manager, Frierson Mee + Kraft advertising, New York, NY (May 1997-Mar. 1999)

Designed web sites and banner ads for such clients as Moët & Chandon, Mining Co., Ruffino and Waverly.

Skills

Computer: Software: Photoshop, Illustrator, InDesign. Programming and scripting languages: HTML/CSS

Photography: Photo art director with both traditional film and digital equipment. Excellent photo editing and photo retouching skills.

Creative: Watercolor and acrylic painter. skilled woodcutter and printmaker; illustrator.

Education

Smith College. Northampton, MA (B.A. in Studio Art 1995) Graduated with High Honors.

Portfolio

www.susieroselle.com