

Susan E. Quigley

view online portfolio at www.SusanQuigley.com

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New Zealand Permanent Resident (NZIS case 6465620) • USA Citizen

Highlights of Qualifications

Graphic Design Strength in generating fresh ideas and innovative solutions. Skilled at integrating color, typography, graphic elements, photography, and illustration to create compelling, dynamic design.

Computer Expertise Macintosh and PC proficiency in Photoshop, Illustrator, Dreamweaver, InDesign and more. Fluent in HTML, CSS, Rainman FDO (AOL proprietary publishing technology). Solid experience with Flash and Fireworks.

People Management Successfully managing direct reports since April 2003. Experienced source of art direction, coaching and diplomacy. Proven ability to present and successfully sell ideas and concepts to executives and non-designers.

Electronic Media Skilled at conceptualizing interactive architecture and compelling user interface. Ability to balance strong aesthetics with positive user experience resulting in improved product quality and performance.

Professional Experience

Shift Wellington, NZ

–**Senior Interactive Designer** Jan 2008 - Jan 2009

Conceptualized and designed websites at award-winning design firm for various clients across New Zealand. Brainstormed concepts, wrote creative briefs, rendered compelling designs and presented clearly and persuasively to large groups. Produced multiple ideas and concepts under tight deadlines and various budget constraints. Integral part of team brainstorming and collaborative design practises.

Intergen Wellington, NZ

–**Senior Interactive Designer** Jan 2007 - Jan 2008

Designed user-centered websites for wide variety of corporate and government clients across New Zealand. Conceptualized unique look and feel true to a client's mission to reinforce branding and build strong visual identity. Provided multiple design solutions under tight deadlines. Successfully presented and sold ideas to large groups of stakeholders. Worked closely with Developers to ensure website build matches original design vision.

America Online Studio@AOL, Dulles, VA USA

–**Art Director** Feb 2005 - July 2006

Responsible for look and feel and ultimate success of AOL Diet & Fitness (winner 2005 Webby Award) and AOL Health online products. Accountable for positive user experience and performance of these online areas through appropriate UI and graphic design. Conceptualized design solutions to meet business goals and promote traffic to products. Ensured aesthetics are in compliance with visual expression of AOL brand. Presented and successfully pitched design concepts to large cross-departmental teams and upper-level executives. Art Directed team of visual and UI designers in creation of AOL Specials, including America Takes it Off!, Beach-Ready Boot Camp, StartUp2 online reality series and The Fridge franchise. Managed build process of online areas and performed meticulous design QAs of live code. Recruited and managed designers, interns and outside contractors hired for special projects.

Professional
Experience
(continued)

America Online Studio@AOL, Dulles, VA USA

–Senior Graphic Designer Feb 2002 - Feb 2005

–Graphic Designer Nov 1999 - Feb 2002

Conceived and developed design directions for online Platinum Feature Packages promoted directly from the AOL Welcome Screen to an audience of over 30 million people. Implemented and managed design consistency across all components of promotions including multi-screen Rainman FDO packages, HTML areas, custom Welcome Screen art, printable downloads, You Said It popups, online polls, online newsletters, banner ads and integrated sponsorships. Delivered all assets on schedule under extremely tight deadlines while maintaining an extraordinary level of quality control. Ensured positive user experience by embracing latest and best compression techniques while preserving integrity of design.

America Online Digital City, Vienna, VA USA

–Graphic Designer Sept 1998 - Nov 1999

Supported AOL Digital City's sales and marketing efforts through graphic design of online areas, online banners, print collateral, print advertising, signage and more.

Promoted advertisement on service by creating authentic screen mockups incorporating customized graphics for potential advertisers. Collaborated with management to reinforce Digital City graphic standards and consistent corporate image across all mediums, including print and online.

Calvert Group Bethesda, MD USA

–Senior Graphic Designer Oct 1995 - Sept 1998

–Graphic Designer March 1994 - Oct 1995

–Production Assistant May 1992 - March 1994

Served as Calvert Group's primary creative resource and ensured overall integrity of corporate image. Conceptualized and developed appropriate creative ideas for marketing projects including brochures, print advertising, logos, newsletters, annual reports, prospectuses, postcards, statement stuffers, web pages, trade show exhibits, promotional items and more. Utilized computer expertise to transform creative ideas into electronic files ready for high-resolution output and printing. Managed relationships with outside resources including design firms, illustrators, photographers, printers, and mailing/fulfillment houses. Handled all corporate photography, including selection, acquisition, managing usage rights and overseeing photo shoots for commissioned photos.

Honors

AOL Studio Star Award Oct 2002

Received this award for my work on the September 11 products. It is awarded to one who "consistently goes beyond normal responsibilities by taking the initiative to improve efficiency, build collaborative relationships, foster teamwork within and outside the Studio, and contribute significantly to an important project . . . an individual who exhibits absolute, ongoing excellence in everyday duties, consistently going above and beyond the call of duty and being a great role model."

Education

Carnegie Mellon University, Pittsburgh, PA USA

Graduated May 1991

Bachelor of Arts Professional Writing, Concentration in Design

University of Sydney, Sydney, Australia

Spring 1990

Concentration in Australian and Aboriginal Literature

references available upon request