




SUZANNE//MCGILL

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PROFESSIONAL

StrataBlue
Indianapolis, IN

Senior Designer | Jan 2014 to Present

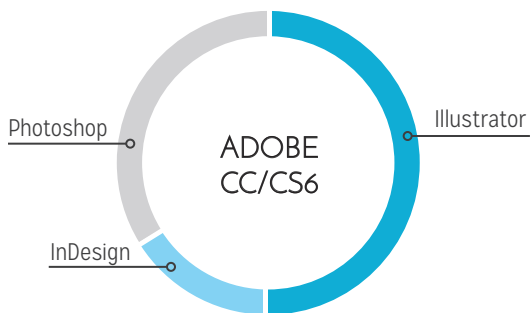
Conceptualize and develop branding strategies for new clients // Design and create logos, branding guidelines and any applicable print and digital material such as letterheads, envelopes, business cards, email signatures, brochures, folders, menus, signage, etc. // Design all social media graphics for new and existing clients; Facebook, Twitter, LinkedIn, Google+, YouTube, etc. // Design social media campaigns for Twitter ads, Facebook Like campaigns, promoted Facebook posts // Collaborate with account managers to develop new and innovative promotions for social and web platforms // Create GIF animations for clients' re-marketing/re-targeting ads // Adhere to and stay up-to-date on social media guidelines and restrictions // Research client along with their competitors to develop a well-thought-out execution of how their website will look and function // Brainstorm, strategize and concept website design and layout // Seek to update and improve processes and visuals for clients needing a refresh of their website // Create and deliver responsive website mock-ups as well as user flow layouts and site maps for client // Manage client throughout the website design process to stay within revision requirements while delivering the best possible outcome // Work closely with developers to implement website mock-ups // Upload and update site content and graphics into the back end of the site // Lead initial design kick-off meeting with new clients // Ensure design team is on track with set deadlines // Collaborate and provide feedback with design team // Review and approve mock-ups for design team before they go to the development stage

Fathom Voice
Indianapolis, IN

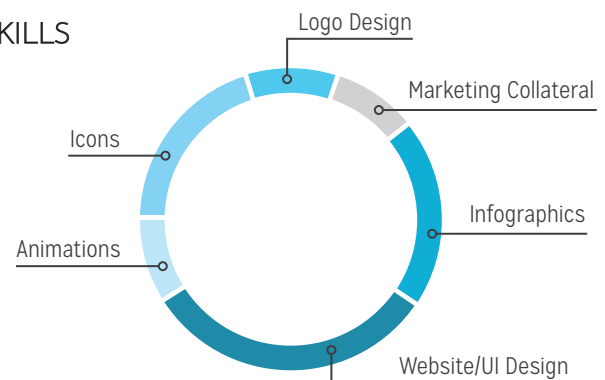
Senior Designer | July 2011 to Dec 2013

Oversee the design department to ensure cohesion across all branded materials // Conceptualized and designed all web projects, including Fathom's web portal, partner-facing portal, online education site and main website // Work closely with the Marketing team to carry out Fathom Voice design guidelines, creating visually appealing marketing collateral for partners and clients // Collaborate with the Development team to bring Fathom's products, software and applications to life // Design and create blog images for the Fathom Voice blog, The Switchboard // Create CTAs for Fathom's various sites to direct audiences to download content, visit other web pages and request demos // Design email marketing campaigns // Continuously search for new ideas and inspiration to keep Fathom's branding and materials moving in a fresh, innovative direction and to aid Marketing in attracting leads for potential new business // Conceptualize and design all UI interfaces for Fathom products and portals

PROGRAMS



SKILLS



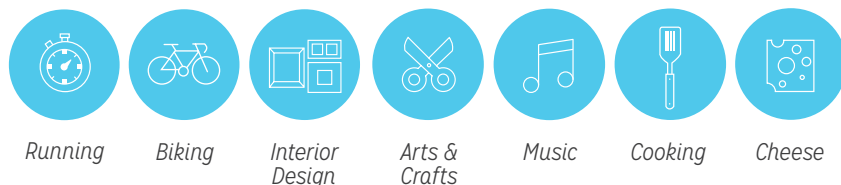
OTHER PROGRAMS: Basecamp, Wordpress, TickSpot, Concrete5, Pardot, Mailchimp, Squarespace, GroupCamp, Compendium

EDUCATION

Ohio University
Athens, OH

*School of Visual Communications
Informational Graphics and
Publication Design*

INTERESTS



ACTIVITIES

AIGA Indianapolis // Volunteer with KIB, Keep Indianapolis Beautiful