

SUZIE OPONG

suzieopong@gmail.com | suzieopong.com

EXPERIENCE

Macys New York, NY
Personalization Designer
June 2019 — Present

- Led personalization testing across print, digital banners, email, and social to optimize engagement and drive conversion.
- Collaborated with cross-functional teams to execute A/B tests and refine creative based on performance data.
- Applied insights to influence creative direction and marketing decisions, supporting key sales initiatives.
- Drove a \$130M YoY revenue increase through user experience design that boosted engagement, simplified navigation and supported key sales initiatives.

Dressbarn Mahwah, NJ
Graphic Designer
July 2017 — June 2019

- Lead designer for in-store marketing across 700+ retail locations.
- Develop a wide range of promotional assets, including direct mailers, email campaigns, landing pages, social media graphics, and coupons.
- Oversee pre- and post-production tasks for brand photo shoots, ensuring cohesive visual storytelling across campaigns.

American Image Bergenfield NJ
Graphic Designer
May 2016 — July 2017

- Collaborated with national hotel brands (Best Western, Choice Hotels, WoodSpring Suites) to conceptualize and design branded signage and promotional materials.
- Managed the full lifecycle of marketing projects, from creative direction to final delivery, ensuring alignment with client brand standards.

Jerrick Media Englewood, NJ
Jr. Graphic Designer
June 2015 — May 2016

- Designed and maintained visual content across three websites.
- Created templates and layouts for daily editorial content and multimedia storytelling.
- Produced and distributed weekly marketing emails to drive audience engagement.

The Beachwaver Co. Union City, NJ
Graphic Design Intern
January 2015 — May 2015

- Designed a variety of marketing materials, including social media graphics, promotional flyers, email campaigns, and web banners.
- Illustrated product how-to guides for packaging and brand collateral.

SKILLS

Figma, Photoshop, Illustrator, InDesign, Bridge, XD

Microsoft Office
Word, Powerpoint, Excel

Basic HTML/CSS, WordPress, Squarespace, Corel Draw, MailChimp, Constant Contact

EDUCATION

Fashion Institute of Technology
New York, NY
Graphic Design BFA

AWARDS

Digital & Technology Award
March 2024

INTERESTS

Animal Lover, Disney Enthusiast, Sourdough Aficionado & Weekend Baker (always chasing the perfect loaf!)