

SUSAN MCLEAN NANGLE

CREATIVE ART DIRECTOR



EDUCATION

2005-2006

**TRIDENT TECHNICAL COLLEGE
NORTH CHARLESTON, SC**

CERTIFICATIONS:

INTERMEDIATE & ADVANCED
WEB DESIGN & DEVELOPMENT

1990

**UNIVERSITY OF SOUTH CAROLINA
COLUMBIA, SC**

MAJOR:

BACHELOR OF ARTS & GRAPHIC DESIGN

MINOR:

ART HISTORY

1985

**GOVERNOR'S SCHOOL FOR THE ARTS
FURMAN UNIVERSITY GREENVILLE, SC
VISUAL ARTS**

SKILLS

- Adobe Creative Suite:
Photoshop|InDesign|Illustrator|
Lightroom|Acrobat|After Effects
- Creative Management Direction:
Product Photography|Brand Style Guide
3D Content Asset Services
- Software & Hardware|Programs Evaluation:
Graphic Design|3D|Video Software
Project Task|Automate|Sync Programs
RAM|Graphics Card|Hard Drives Upgrades
- Website & 3D Knowledge:
Wordpress|OpenCart
Dimension|Blender|ZBrush
- Microsoft:
Word|Excel|PowerPoint

PROFILE SUMMARY

Creative Art Director with advanced skills managing concept development, team leadership, project management, and evaluating & learning new tech software|hardware across digital & print design platforms. Problem-solver with a strong portfolio of successful campaigns, driving improved brand recognition, sales, and customer engagement. Proven track record that exceeds client expectations, outstanding time management, and ability to prioritize multiple time-critical projects. Promotes innovation, builds collaboration, and leverages resources to effectively produce outstanding creative strategic client initiatives.

PROFESSIONAL EXPERIENCE

1998 - NOW || **CREATIVE ART DIRECTOR, MARKETING**
Quoizel Lighting | Goose Creek, SC

- Utilize design, marketing, and communication skills to lead and develop creative digital & print projects that achieved success in the marketplace by expanding brand recognition.
- Spearhead development of 3D service digital platform to ensure proven consumer engagement.
- Collaborate with clients to shape their vision and execute custom creative campaigns and deliverables, tailored to their specific needs and goals, that exceeded expectations.
- Establish a comprehensive creative process and workflow strategies to ensure project milestones were completed on time and within budget, resulting in a 33% reduction in project delays.
- Hire, manage, train members and interns of the creative team to reach established timelines in the execution of assigned scheduled project tasks.
- Monitor the success of projects using analytics and metrics to measure performance, develop actionable recommendations, and ensure the highest levels of performance to maximize ROI.
- Create style guides and implemented creative standards to ensure consistency in corporate branding and messaging.
- Play an instrumental role in expanding the company's print campaign's digital media presence, resulting in an increase of profits by over 42%.
- Manage the creative department budget, software|hardware systems and negotiated vendor contracts, ensuring efficient utilization of resources to maximize results.
- Achieve significant growth in revenue by developing creative concepts that capture the attention of and build strong relationships with various key department stakeholders.
- Develop product photography guidelines & requirements and managed multiple campaigns simultaneously, delivering projects tasks to tight deadlines.
- Collaborate and led marketing, sales, product development and other cross-functional teams to ensure cohesive alignment of products and services.
- Develop creative concepts and advertising campaigns recognized in industry publications.

EXPERIENCE

(CONTINUED)

EXPERTISE

- Focus on Detail & Overall Concepts
- Created Customer Facing Portals
- Business Process Strategist
- Defining Solutions and Scope
- Content Management Systems
- Analyse Trends and New Tech
- New Business Development
- Corporate Contract Negotiation
- Product Content Asset Management

AWARDS

QUOIZEL, INC.

EMPLOYEE OF THE MONTH AWARDS

Achievement and Contribution

QUOIZEL TOASTMASTERS CLUB

CONWAY DATA, INC.

APEX AWARD, COVER DESIGN

Award for Publication Excellence



TheraTX, INC

MAKE IT HAPPEN AWARDS

Awards for Outstanding Job Performance

CITY OF ATLANTA

BUREAU OF PLANNING DEVELOPMENT

Awards for Employee Performance

UNIVERSITY OF SOUTH CAROLINA

PRESIDENTS and DEAN'S LIST

Academic Achievement

OUTSTANDING SENIOR AWARD

Nominee

SENIOR GRAPHIC DESIGNER|PRODUCTION COORDINATOR

Conway Data | Norcross, GA

- Led team to define creative design directions and concepts for print collateral; including: brochures, direct-mail, logos, publications and posters.
- Created 82% of the print content of corporate real estate economic trade magazine publication; including: articles, illustrations, national & international ad page layouts.
- Collaborated with copywriters, clients and team members to ensure production needs were met on time and within budget.
- Designed and created digital illustrations for special request client publications layouts: Canada, Italy, California, Texas, Florida, Virginia, Tennessee and South Carolina.
- Oversaw department budgeting & cost estimating, negotiating with vendors and press checks.
- Coordinated art direction of all print materials and management of semi-annual World Congress collateral including; event planners, speaker programs, presentations, and a trade show booth location guide, which included sponsored ads.
- Managed design and development of website - converting magazine publication sections into program code for corporate website deployments.

CREATIVE DIRECTOR|BRAND MANAGER

TheraTX (Kindred) Healthcare | Alpharetta, GA

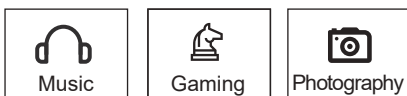
- Hired, managed, trained and mentored corporate marketing art department team.
- Developed innovative multi-channel campaigns for a Fortune 500 corporation, resulting in 30% increased customer brand awareness and revenue growth.
- Spearheaded the development of brand standards implemented over five corporate divisions nationwide: TheraTx Corporate, WorkNet, Tri-Medical Supply, SleepCorp and PersonaCare.
- Directed the design, concept, and production of print assets for ads, logos, newsletters, trade show booth graphics, direct-mail, brochures, and posters.
- Orchestrated, directed and launched first medical supply catalog with >10,000 products, including ads and product photography, from initial concept design through print publication and client distribution.
- Managed department cost estimating and budget and meetings with clients, vendors, and print reps.
- Utilized 3D animation modeling knowledge for corporate presentations.
- Used targeted channel marketing to optimize trade show campaigns for maximum impact; including: brand clothing, logos, collateral and giveaways.

SENIOR GRAPHIC TECHNICIAN

City of Atlanta, Bureau of Planning & Development | Atlanta, GA

- Oversaw the production of the City of Atlanta presentation decks, visual displays, and data charts.
- Created a variety of projects, such as; annual reports, illustrations, photography, graphs and maps.
- Managed evaluating and upgrading departmental software and hardware components.
- Worked closely with city officials and public/private agencies to design proposals, reports and studies; including: Olympic Sites, Urban Enterprise Zones (Commercial, Industrial and Residential) and the Piedmont Park Restoration.
- Established lead design project manager, for Mayor's Office and Urban Design Commission - oversaw translating a complex citywide vision, strategies and concepts into visual media for a wide audience range.

HOBBIES



SOCIAL AND .COM SITE SPACE



LINKED IN

<https://www.susanmcleandesign.com>



SUSAN McLEAN NANGLE DESIGN .COM SITE

<https://www.susanmcleannangle.us>

