

SUSAN UNKEFER

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Portfolio: www.susanunkefer.com | Email: sue@susanunkefer.com

- I hold a Bachelor's degree in graphic design with over 18 years experience in office and team environments, as well as maintaining my own set of freelance clientele
- I have strong written and verbal communication skills and learn new tasks quickly
- I pride myself in exceptional attention to detail and craftsmanship
- I work well independently, but am definitely a team player and always welcome a brainstorming session with peers and anyone connected to the current task/project
- I am accustomed to keeping in mind diversity, inclusion, and sustainability in all my daily activities
- I engage well with others and welcome any opportunity to meet new people
- My extensive business background and experience proves I am a valuable asset in communicating, networking, and dealing with clients, vendors, peers, and co-workers

PROFESSIONAL HISTORY

July, 2015 - Present

Cleveland Metroparks | Brecksville, OH

Visual Communications

Production/Graphic Designer | Variable Hour Employee

I'm responsible for updating copy and revising art on a variety of marketing collateral and other items such as signage for the parks and zoo, internal forms, handbooks and promotional items. I'm also responsible for designing, and/or assisting in the design of overflow work from the full time designers.

I'm responsible for setting a work flow schedule and prioritizing job requests that will result in meeting critical deadlines on all projects assigned to me.

October 22, 2013 - April 30, 2015

Cuyahoga Community College (Tri-C) | Cleveland, OH

Integrated Communications Department

Graphic Designer | Contractor through Xerox - Full time

I was responsible for the design of a wide range of marketing collateral and other print items. I also designed web ads and banners, email headers, and Hi Viz screen ads.

I was responsible for prioritizing, organizing and establishing a work flow of all projects assigned to me that would result in meeting critical deadlines. This included scheduling meetings with marketing managers, directors, and anyone necessary to complete my project.

Being an employee of Xerox, I also worked with scheduling the production of the projects, either in-house or out-sourced, and seeing them through to completion and delivery to client.

June, 2007 - January 11, 2011 | Full time

2004 - May 2007 | Freelance - In house

Cleveland Scene Magazine | Cleveland, OH

Assistant Production Manager and Graphic Designer

My responsibilities included design and revision of retail and classified ads in a weekly newspaper as well as seasonal and special issue magazines/inserts. I assisted in preparing the paper for press including proofing and upload via FTP of the final PDF files to the press.

I designed marketing collateral including sell sheets, rack cards, postcards, and other promotional items.

Working closely with marketing and sales, I was responsible for designing major sales presentations for potential clients in both printed and E-file formats. I also designed web ads and Email blasts.

As Assistant Production Manager, I was responsible for scheduling deadlines; both sales and production, in order to meet the paper's press deadline. I set up meetings with sales representatives, freelancers, photographers, and consultants. I assisted marketing in securing price quotes for promotional materials and special event expenses.

I assisted in interviewing potential designers and freelancers.

1992 - present

Canton, OH | Cleveland, OH

Freelance Graphic Designer | Fine Art Services

For 15+ years my focus has been on freelance design and fine art services specializing in customized, high quality design and affordable rates in graphic design and fine art services for small business owners and artists.

I have successfully completed projects for the individual, small business, and large corporations.

Corporate clients:

Great Lakes Publishing | Cleveland Magazine | Cleveland, OH

I have a freelance graphic design relationship with this monthly publication as a result of my past Scene manager taking a position as Production Manager for Cleveland Magazine.

House of Blues/Live Nation | Cleveland, OH

I was contracted to design and produce all monitor frames for the music hall, listening room, restaurant, and lobby. I also designed and hand painted wood signs for the ticket office.

Panera Bread | Cleveland, OH

In relation to the House of Blues job, I was contracted to design and produce all of their advertising monitor frames for the House of Blues, as well as a short non-audio video created from still photos/logos to appear as a commercial on the HOB monitors.

American Education Publication | Ashland, OH

Contracted to layout and assist in the design of a 352 page workbook, I was also asked to create covers for smaller educational workbooks which included "The Muppets" licensed work.

Non-profit clients:

Crohns and Colitis Foundation of Greater Cleveland | Cleveland, OH

From concept through production, I designed T-shirts and bumper stickers for a special event race in Las Vegas.

T.E.E.P. (The Education Enhancement Partnership) | Canton, OH

I designed a funding drive campaign folder and materials for the Stark county area.

Cleveland City School's YMCA's Phoenix Program | Cleveland, OH

The Program desired a new look for their informational brochure. I collaborated with staff members on concept for which I then provided a new design.

Shoes and Clothes for Kids | Cleveland, OH

In addition to print ads, I also created an informational brochure and flyers.

The Susan G. Komen Breast Cancer Foundation Women's Golf Benefits

Honored for being asked to use my creativity for this worthy cause, I designed and arranged production for signage and promotional items for golf fund raisers.

EDUCATION

University of Akron | Akron, OH

Cum Laude Graduate

Bachelor of Fine Arts in Graphic Design with a minor in drawing

REFERENCES

Eric Wheeler Creative Director (Previous manager)

Cuyahoga Community College (Tri-C) | Cleveland, OH

Integrated Communications Department

216-987-3517 | 330-701-1234 | eric.wheeler@tri-c.edu

Magda Gomez Director, Diversity & Inclusion

Cuyahoga Community College (Tri-C) | Cleveland, OH

Human Resources

216-235-1578 | magda.gomez@tri-c.edu

Caroline Hilber Senior Creative Designer (Previous manager Scene Magazine, Cleveland Magazine)

Hitachi Medical Systems America, Inc. | Twinsburg, OH

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