

Susan McLean Nangle

CREATIVE ART DIRECTOR



CONTACT



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SOCIAL



LinkedIn
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InDesign & QuarkXPress

Photoshop & Illustrator

Acrobat, Lightroom, Word & Excel

Photography direction

Analyze trends & technology

WordPress & OpenCart

Detail-oriented

Self-starter & Multi-tasker

Enthusiastic team player

Strong project management

Clear brand vision & strategy

LEAN, 5S & SMART Trained

SEO & HTML5 knowledge

PROFILE

Highly creative and multi-talented seasoned Creative Director with over 30 years lead knowledge holder managing creative concept vision across digital & print design. Accustomed to surpassing expectations, outstanding time management, and ability to prioritize multiple time-critical projects. Visual Designer who leverages superior communication, promotes innovation, builds collaboration, and leverages resources to effectively produce outstanding creative strategic design initiatives across all platforms and mediums.

EXPERIENCE

Creative Art Director, Marketing 1998 - Present Quoizel Goose Creek, SC

- Oversee an internal company creative design production team – hired, mentored, managed, 1:1 & yearly performance. Inspire to push boundaries and visual innovation
- Project manager – drive, define & implement strategic goals to achieve company vision
- Liaise with Sales, Marketing, Operations, IT & Product Design teams and external agencies and vendors - ability to articulate design concepts, objectives, solutions & creative strategies to other team members
- Developed guideline & requirements for photography sessions. Implemented product photography timeline, provide art direction and feedback, product photo management & segmentation and approval of final image output and invoicing
- Design portable trade show booth panels, headers and floating cubes based on brand campaign, flow of traffic by product and stimulus driven attention
- Lead designer of Mass Merchant carton graphics, end cap displays and in-store exclusive bay logo design and graphics - including: Lowe's, Home Depot and COSTCO
- Digital asset management and monitoring - image conversion & upload for all corporate divisions
- Review internal work to create successful, cohesive work. Give feedback with clear rationale rooted in research, design fundamentals, best practices & strategy
- Analyze and suggest solutions to optimize customer experience & ensure integration and consistency of standardized corporate brand campaign strategy across a wide range of creative assets, including: catalogs, targeted email campaigns, banners, advertising, package design, corporate & customer events and digital marketing
- Manage & update email platform customer list and build out & deploy regular B2B & B2C campaigns - increased click throughs by 42%
- Directly manage vendor project bids, negotiate pricing to meet budget and schedule, digital proofing and handle shipment details. Saved company .5 Million in excess costs
- Increased departmental automation and efficiency, decreased bottlenecks, & reduced costs by creating micro programs and internal auto-generated design product image & data flyer reports

EDUCATION

- 1990 **Bachelor of Creative Arts & Graphic Design Minor: Art History**
University of South Carolina / Columbia, SC
- 2005 - 2006 **Certified, Intermediate & Advanced Web Design & Development**
Trident Technical College / North Charleston, SC
- 1985 **Governor's Schools for the Arts, Visual Arts**
Furman University / Greenville, SC

Susan McLean Mangle

CREATIVE ART DIRECTOR

AWARDS

Quoizel, Inc.

- **Employee of the Month Award**
Achievement and Contribution
- **Quoizel Quackers Toastmasters Club**

Conway Data, Inc.

- **APEX Award – Cover Design**
Award for Publication Excellence



TheraTX, Inc.

- **Make It Happen Award**
Awards for Outstanding Job Performance

City of Atlanta, Bureau of Planning & Development

- **Outstanding Employee Performance Awards**

University of South Carolina

- **President's & Dean's List for Academic Achievement**
- **Nominee for Outstanding Senior Award**

Middleton High School

- **NHS – National Honor Society**
- **Senior Beta Club Member**
- **Young Americans – Ranked 2nd Place in National Championship**

INTERESTS



Music



Traveling



Photography



CrossFit



Bicycling



Art

EXPERIENCE CONTINUED

Senior Graphic Designer/Production Coordinator Conway Data Norcross, GA

- Senior design lead responsible for helping the team define a design direction and concepts for print collateral; including, brochures, direct-mail, division logo designs, publications and posters
- 82% content output: Layout and design of (6) bi-monthly issues of a corporate real estate economic trade magazine publication, including: illustration, location photography, production coordination of national and international ad page layouts
- Exclusive independent design - per client request - special publications layouts: Canada, Italy, California, Texas, Florida, Virginia, Tennessee and South Carolina
- Departmental budgeting & cost estimating, meeting with vendors and press checks
- Lead art direction and management of semi-annual World Congress collateral including; event planners, developed speaker program content planners and presentations, and trade show booth location reference guide with sponsored ads
- Web Design - responsible for conversion of special publication sections into HTML code for corporate website

Creative Director/Brand Manager TheraTX (Kindred) Healthcare Alpharetta,GA

- Hired, managed, trained, reviewed and mentored internal corporate marketing art department - junior graphic designer and a photographer
- Managed, maintained and implemented a comprehensive, deadline-driven, fast-paced project schedule for an Inc. 500 Healthcare Corporation
- Built brand system standards which were rolled out over (5) corporate divisions nationwide: TheraTx Corporate, WorkNet, Tri-Medical Supply, SleepCorp & PersonaCare
- Generating concept and design for ads, corporate identity divisional branding, newsletters, trade show booth graphics, direct-mail, brochures, and posters
- Orchestrated, directed and categorized and launched first medical supply catalog with over 10,000 products; including, client ads and product photography from initial conceptual design through print publication & distribution channels
- Quarterly departmental cost estimating and budget management including meeting with clients, vendors, and printing reps
- 3D animation modeling experience, using FormZ, for corporate presentations
- Used targeted channel marketing to generate trade show themes; including: logos, brand clothing, collateral and giveaways

Senior Graphic Technician City of Atlanta,GA, Bureau of Planning & Development

- City of Atlanta PowerPoint presentation decks, visual displays, and data charts
- Design and layout of annual reports - illustrations, photography, graphs & maps
- Responsible for evaluating and upgrading departmental software and hardware
- Consolidating information from 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
- Graphic design consultant and lead project manager, working extensively for the Mayor's Office and the Urban Design Commission, translating a complex citywide vision, strategies & concepts into visual communications for a wide audience range