



SUE CRAWFORD

Senior Graphic Designer & Creative Director

ART DIRECTOR & SENIOR GRAPHIC DESIGNER

Hard-working, passionate senior designer with history of offering laser-focused design, quality leadership, and strategic development.

Able to juggle multiple projects, remaining calm under pressure & delivering outstanding results.

Proven communication and teamwork skills; able to guide teams through complex & intensive projects.

Skilled in numerous art mediums in both print and digital media.

EXPERTISE

SOFTWARE
Adobe Creative Suite
Microsoft Office Suite
Dreamweaver
WordPress,
Drupal, Joomla

ART & DESIGN
Branding, Packaging,
Brochures, Posters, Ads,
Layouts, Newsletters,
Book Covers, Typography,
Photography, Illustration,
Photo Manipulation,
Social Media, CMS,
UI/UX Web Design

CONTACT

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SENIOR GRAPHIC DESIGNER

Feb 2017 - Dec 2017

Paradigm for HP Inc, Corvallis, Oregon

Developed and implemented site-wide signage system for all campus labs, including wall and hanging signs and wallpaper.

CREATIVE DIRECTOR / PROJECT MANAGER

Jun 2014 - Nov 2016

Kforce for HP Inc, Corvallis, Oregon

Facilitated international relationships with design teams in both US and India through regular communication & strategic development while tracking statistical results. Ensured timeliness and efficiency via oversight of quality control and production. Held key role in creative leadership, identifying areas for improvement & innovative solutions.

Key Achievements:

- Grew project scope to printing 5M pages per month within the Rover Project through close collaboration with designers.
- Aided design teams by overseeing the design & production of over 200 individual printables.
- Facilitated easier user experience for customers by designing UI for the Rover Project website.

SENIOR GRAPHIC DESIGNER

Jun 2011 - May 2014

CDI for HP Inc, Corvallis, Oregon

Created and designed a wide variety of materials, including but not limited to, logos & icons, publications, web graphics, sales mock-ups, PowerPoint presentations, marketing materials, and UI designs. Translated content from national clients into branded publications for subscription-based delivery through teamwork & organization. Acted as primary resource for the HP Corporate Identity by advising on regulations and standards.

EDUCATION & TRAINING

BS, Wildlife Biology
Oregon State University

AAS, Graphic Design
Linn-Benton Community College

Leadership Training
Landmark Education

CREATIVE DIRECTOR

May 2004 - Jun 2014

CrawforDesign, Corvallis, Oregon

Aided regional and national clients with brand strategy and product promotions through design of advertisements and communications, including packaging, ads, posters, websites, brochures, trade show booths, environmental signage. Established top quality results and performance by handling all scheduling, design tracking, print as well as web projects, photoshoots, and press checks.

Key Achievement:

- Served as the sole graphic designer to Oregon Freeze Dry (including Mountain House brand) for 13 years, developing all materials and assets including packaging design, corporate collateral, advertisements, and sell sheets.

CEO / CREATIVE DIRECTOR

Mar 1999 - May 2004

Fusion Marketing & Design, Inc,
Corvallis, Oregon

Fostered collaborative efforts among creative services teams and outstanding outcomes by directing all artistic development throughout the organization. Ensured that all jobs were managed efficiently through regular tracking and oversight.

Key Achievements:

- Handled the creation, development, and on-going maintenance of company missions, goals, and outcomes.
- Facilitated community awareness over a three-year period via branding for the Corvallis DaVinci Days Celebration, including creation of t-shirts, buttons, tickets, flyers, ads, and newspaper inserts.

PROFESSIONAL & COMMUNITY

Board Member
Corvallis Mac Users Group (CMUG)

Volunteer Designer
Corvallis Boys & Girls Club, CMUG, Corvallis-Benton County Public Library Foundation, NW Earth Institute, Corvallis Sustainability Coalition