



Sue Runyon
graphic design

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sueperb.com

Education

BFA in Graphic Design:

Ringling College of Art & Design, Sarasota FL

Certificate: UNF Small Business Development, Jacksonville FL

Certificate: EverBank Management, Jacksonville FL

Skills

Adobe CC: Photoshop, InDesign, Illustrator, After Effects, Premiere, Dreamweaver, XD

Microsoft: Word & PowerPoint

Google Slides, Figma, Canva

Digital: HTML, CSS, UX, Acrobat Pro, forms

CMS: Vimeo, Salesforce, WordPress, Squarespace, Adobe Wrofront

Awards/Volunteer

TIAA

Award: Graphic Design USA
Volunteer: Take Stock in Children, Mentor

Beaver Street Fisheries

Volunteer: City Year, Mentor

Lender Processing Services

Awards: Graphic Design USA, AVA Digital, and MarCom

Toast Masters: 2010-2013

Chapter president 2013

Professional Experience

Sr. Design Contractor

- ▶ **HD SUPPLY: Feb.–Oct., 2024** –Hybrid
Graphic Support for Corporate Communications/Marketing
- ▶ **Southern Company: Sept.–Dec., 2023** –Remote
Graphic Support for Corporate Communications
- ▶ **AHEAD Inc: April–July, 2023** –Remote
Standardization of a brand refresh, templates, presentations & solution briefs

Graphic Designer TIAA: 2015–2023, Jacksonville FL

- ▶ Joined forces with the creative team to work though two corporate rebrands
- ▶ Strong collaboration and problem-solving skills with cross-functional teams to deliver campaign emails & landing pages
- ▶ Concepted, designed, and utilized data-driven decisions to build responsive emails for promotional and internal communications, including editing HTML, CSS and A/B testing
- ▶ Enterprise-wide Microsoft Word and PowerPoint liaison for presentations, templates & troubleshooting
- ▶ Well-organized to meet delivery deadlines and intricate specs for trade show graphics: Cvent headers, evites, booths, signage & swag
- ▶ Developed marketing guidelines for WCAG web compliance, video publication steps & email campaign processes

Marketing Coordinator Beaver Street Fisheries: 2014, Jacksonville FL

- ▶ Designed full concession stand graphics for the Jacksonville Jaguars and Sharks sports arenas
- ▶ Point-of-purchase digital signage, web graphics & sales collateral
- ▶ Worked with corporate chef to create retail packaging layout



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- ▶ **Graphic Designer II Lender Processing Services:** 2008–2013, Jacksonville FL
- ▶ Supported the creative director in the development of a new corporate brand and brand guidelines for ads, flyers, brochures, presentations & email initiatives
- ▶ Expertise in print design and layout of complicated high budget annual reports, brochures, & direct mail communications
- ▶ Translated text into storytelling infographics for emails, newsletters, Blogs & PowerPoint
- ▶ Collaborated with business unit managers in the design and quarterly delivery of several eNewsletters
- ▶ Served as the point-of-contact between event planners and all vendors for event-themed graphics
- ▶ Created icons & logos for management groups, events, & interfaces
- ▶ Designed ads and jerseys for corporate sponsorships
- ▶ Managed, edited, and photographed all executive portraits and campus events

Founder/Principal Designer Sueperb Designs: 2002–2007, Jacksonville FL

- ▶ Wrote a business plan. Acquired a business license. Networked to find potential clients.
- ▶ Designed and executed new or refreshed brand identity based on clients marketing objectives; logos, letterhead, collateral, site maps, website development & maintenance
- ▶ Illustrated large-scale vehicle wraps

View my work @ sueperb.com