

Susan Shugars

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SEP 2021

ABOUT

GRAPHIC DESIGN, WEB CONTENT / DESIGN:

Versatile senior graphic designer with print and web design and content management system experience. Strategic thinker in graphic marketing/communications development from concept through press check. Track record of client satisfaction, project efficiency and improved design quality for a wide variety of industries.

EDUCATION

Frostburg State University

- B.A. Degree — Graphic Art Major; Math Minor
- Graduated Summa Cum Laude (4.0 GPA)
- John Allison Outstanding Senior Award
- Dean's List
- Honor societies: Kappa Mu Epsilon (Math), Phi Eta Sigma (Academic)

EMPLOYMENT AT-A-GLANCE

- **SENIOR DESIGNER**
Kohn Creative
- **FREELANCE WEB DEVELOPER & GRAPHIC DESIGNER**
Union Mills Homestead
- **GRAPHIC DESIGNER**
LifePoint Church
- **GRAPHIC DESIGNER / PUBLICATION DESIGN SPECIALIST**
Maryland Public Television

WEB & GRAPHIC DESIGN EMPLOYMENT

SENIOR DESIGNER

Kohn Creative, Westminster, MD | Feb 2019 – Present

- **Design and development of electronic and print media:** Digital and print marketing materials, publications, WordPress web design, Electroletter email design, branding design, exhibits.
- **Project management:** Working closely with clients and account executives and executing all aspects of design and production, including ad campaign development, copywriting and pre-press.

WEB DEVELOPER & GRAPHIC DESIGNER, FREELANCE

Union Mills Homestead, Westminster, MD | Sep 2018 – Present

- **Business proposal:** Took initiative to redesign their website, made a presentation with a quote, prepared a contract, and landed the account.
- **WordPress:** Enhanced function and styling using plugins, HTML and CSS.
- **E-commerce:** Set up WooCommerce. Product photography.
- **User experience and SEO:** Improved their existing site by organizing site navigation, editing page content, and establishing internal links.
- **Branding and custom graphics:** Designed new logo and event graphics.
- **Training:** Provided WordPress website management training to clients.
- **Digital and print media design:** Billboards, banners, brochure.

GRAPHIC DESIGNER

LifePoint Church, Reisterstown, MD | May 2008 – Sep 2017

- **Graphic communications management:** Modernized and improved the quality of web, digital and print graphics. Managed, organized and executed project requests, acting in the role of lead designer and art director. Worked collaboratively with staff and leaders. Advised on graphics best practices. Delegated projects to volunteers.
- **Web design and management:** Maintained website. Audited style, currency of content and quality assurance. Developed pages, navigation, graphics and written content. Played key role in design and setup of new site (custom-built content management system). Trained staff on CMS.
- **Branding:** Developed and stewarded branding for the corporate organization, 40+ ministries, and numerous events.
- **Marketing:** Strategized, prioritized and implemented promotions for church-wide and ministry events, plus two capital campaigns (\$1.2 and \$3.5 million). Developed and maintained Ministry Info Center collateral.
- **Digital illustration:** Developed visual concepts and digital renderings — received requests from other churches to use my designs.
- **Print design/production:** Oversaw design and managed production of in-house and outsourced printing from concept through press check. Established cost-efficient printing methods — reduced bulletin budget by 60%. Designed large-scale media and printed on Epson wide format.
- **PowerPoint:** Created slides and presentations for sermons, teaching, announcements and special events.

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SOFTWARE

Adobe Photoshop	●●●●●●●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●●●●●●●
Adobe Acrobat Pro	●●●●●●●●●●●●●●●●
Affinity Publisher	●●●●●●●●●●●●●●●●
Custom CMS	●●●●●●●●●●●●●●●●
WordPress	●●●●●●●●●●●●●●●●
HTML / CSS	●●●●●●●●●●●●●●●●
Electroletter Email Mktg	●●●●●●●●●●●●●●●●
JavaScript	●●●●●●●●●●●●●●●●
Komodo Edit	●●●●●●●●●●●●●●●●
Microsoft Word	●●●●●●●●●●●●●●●●
Microsoft PowerPoint	●●●●●●●●●●●●●●●●
Microsoft Excel	●●●●●●●●●●●●●●●●
QuarkXpress	●●●●●●●●●●●●●●●●

HARDWARE

- MacIntosh computer (30+yrs); basic Windows / PC
- Epson Stylus Pro 9890 44" wide format printer
- Fiery print server

AWARDS

- 2004 First Place Clarion Award, Most Improved Newsletter, External Publication, *Communiqué*
- 2003 & 2004 Communicator Print Media Awards of Distinction, *MPT Program Guide*

VOLUNTEERING

- **June 2018 – Jan 2019:** Shepherd's Table Soup Kitchen, Westminster, MD

WEB & GRAPHIC DESIGN EMPLOYMENT (cont'd)

GRAPHIC DESIGNER / PUBLICATION DESIGN SPECIALIST MD Public Television, Owings Mills, MD | Jan 2001 – May 2008

- **Publication specialist:** Performed art direction, design, layout, photo editing, color correction and prepress of *MPT Program Guide* (16-pg. full-color monthly magazine; error-free prepress; implemented 2 redesigns), and 3 quarterly full-color member newsletters.
- **Print graphics:** Improved the quality of marketing and sales support collateral; institutional identity materials; logo design; advertising; direct mail; departmental requests.

ADDITIONAL DESIGN EXPERIENCE

OWNER & CREATOR, Sweet Meditations | Feb 2018 – Present

Printable instant download designs for home décor combine my hand-drawn pen and ink illustrations and graphic designs with inspirational scripture and quotes that relate to life. Each illustration is accompanied by an encouraging meditation. SweetMeditations.etsy.com

RECENT CONTINUING EDUCATION

Course Certificates of Completion, 2018:

- Content Authoring with HTML5 and CSS3
- WordPress Introduction
- WordPress Theme and Plugin Development
- WordPress SEO and Social Media Marketing
- Programming in HTML5 with JavaScript and CSS3
- QuickStart! SEO