



Susan Clemens
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Partial client list **Auto:** Land Rover, Lincoln, Mercury, Jaguar; **Consumer:** Hilton, Brita, Callaway Golf, Wet Seal, Sony, Mattel, Yamaha Pro Audio, SC Edison, CandleBouquet, Venue; **Entertainment:** Segasoft, Universal Studios, Mann's Chinese Theatre, The Doors, Herbie Hancock, Oliver Stone, America's Funniest Home Videos; **Charitable:** Starlight Children's Foundation; **B2B:** Beckman Coulter, Young & Rubicam Brands, Accenture, Toshiba Medical

Select results Hilton digital ad banners returned an average of \$160 for every \$1 spent • Created a visual system for Venue.com by editing standard product photos to create bold, fashionable feature photography saving the client thousands of dollars each month • Successfully launched hundreds of products including several new vehicle launches

Experience Massaging big ideas that deliver on brand strategy through hands-on visual design (digital & print). Creative direction and management, photography and shoot planning, user experience and strategic thinking providing clear information design and innovative interactive communication.

Mar 2010 - Apr 2011 **Beckman Coulter** - User Experience & Information Architect
Developed UX and IA for a 4,000 page eCommerce site redesign including a new content management system, migrating content and creating instruction for the use of the new system.

Sep 2003-Present **PixelSauce** - Creative Director / Art Director
Design and concepts for web sites, online banners, landing pages, flash animation, trade-show presentations, brand strategy & identity development, product photography.

Jun 1999 - Sep 2003 **Young & Rubicam Brands / Wunderman** - Associate Creative Director
Managed a staff of artists, writers and freelance talent creating websites, animation & game design, online media and digital brand communications. Responsible for client presentations, review of creative briefs, concepting, interface, IA and user experience design, major photo shoot planning, creative direction and production management.

Apr 1997 - Jun 1999 **PixelSauce** - Creative Director / Art Director
Created corporate and product identities, websites and interactive CD-ROMs. Completed all aspects of design and graphics production including HTML, strategized and managed client needs based on business and market objectives.

Sep 1994 - Apr 1997 **Graphix Zone** - Art Director
Lead a staff of artists and contractors in the creative development and planning of 3D environments and interfaces for entertainment CD-ROMs, games and websites. Created illustration, 3D texture maps and interface design.

Feb 1989 - Sep 1994 **Bergen Brunswig** - Graphic Designer, Multimedia Designer, Typesetter
Produced print and multimedia materials from concept to completion including annual reports, brochures, product catalogs, identity/logo design, magazines and multimedia presentations.

Education

Art, Design, Business, Writing and General Studies

California State University Long Beach, Orange Coast College, Rancho Santiago College, Saddleback College

Marketing, Advertising, Presentation

UCI Extension

Usability & User Experience

Forester Research Workshops

Flash & Advanced Actionscript

Lynda.com Workshops

Traditional Animation

Learning Tree University

Selling Creative, Creative Management & Brainstorming

Y&R Management Training

Information Design

Edward Tufte Seminars

Director & Lingo

Macromedia Workshops

3D, Animation, Audio, Video, Programming

Foundation for Educational Achievement 20-week Workshops

Recognition

Featured twice in Graphis Interactive Annual 2

Featured in books: *In Your Face: The Best of Interactive Interface Design, Digital Graphics & Interface*

One Show, OC Ad Club, Belding, IAAA

Skills & Software

Social media fluent, Photography, Photoshop (retouching, design), Illustrator, HTML, CSS, Flash (including some actionscript), Dreamweaver, 3D texture maps, Omnigraffle, InDesign, SEO, IA, UI, UX

Interests

Photography, charities, films, writing, miniature gardens.