



### professional summary

Creative problem solver, brand builder and designer with over 20 years of experience running a small marketing agency. As lead Creative/Art I developed strategy, worked directly with clients, created and reimagined brands, designed digital and print communications, managed all vendors, budgets, schedules and production through successful execution helping brands maximize their potential and honor their purpose. I am constantly curious, enthusiastic, empathetic and open-minded. I believe in inclusiveness and the value each individual brings to a project. To see my work and learn more please visit: [suejohnsondesign.com](http://suejohnsondesign.com)

- Re-branded Campus Cooks resulting in increased sales and greater engagement with the company from prospective customers, clients, employees, and vendors. Overall web traffic up 14.70%, with a 21.31% increase in unique page views since launch.
- Repositioned and re-branded Uncommon Threads resulting in a 70% increase in sales.
- Pitched, won and nurtured long-term clients, many for 12+ years.
- Trained in graphic communication my design philosophy is to simplify the complicated, create clean, strong, beautiful communications that align strategically and help brands honor their purpose and maximize their business potential.

### experience & clients

#### **SUE JOHNSON DESIGN, (freelance/contract) 2021 - present**

Creative Direction/Art Director — Chicago, IL

- Work directly with clients and agencies on brand development, brand reimagination, website and digital report design, collateral, and event engagement.
- Lead member of creative teams.
- Hired copywriters, compiled estimates, managed; projects, budgets, vendors, schedules and production with attention to detail to assure on-time delivery.

#### **clients include:**

AVMA Trust  
Campus Cooks  
Kalamazoo Valley Gleaners  
Mayo Clinic  
Ocean Blue Water Products

#### **LAKE EFFECT MARKETING 1998 - 2021**

Principal/Creative Director — Evanston, IL

**Full-service branding agency specializing in B2B and B2C clients from 5M to 15M.**

- Pitched, won and nurtured long-term clients, many 12+ years
- Primary creative design lead for all projects, including: branding, packaging, websites, full line catalogs, promotional campaigns, and digital and print advertising.
- Collaborated with clients, copy writers, photographers and producers, developers, color houses and printers to produce printed collateral and digital content.
- Built trusted client partnerships. Developed strategy, hired and managed teams, vendors, projects, budgets and schedules with attention to detail.

#### **clients include:**

Arden Companies  
Big Blue Swim School  
Chicago Commons  
Current Technologies  
DWA Uniforms  
eXegenics  
Guardian Security  
Ocean Blue Water Products and house brand:  
Sun Searcher/Sun Searcher Jr  
South Maui Fitness  
Uncommon Threads

*continued...*

## experience & clients

### CHICAGO CREATIVE PARTNERSHIP jan 1998 - july 98

Senior Art Director — Chicago, IL

#### Full-service advertising agency.

- Worked directly with clients.
- Concepted, designed and produced television and print campaigns for all major clients of this creative-driven agency.
- Pitched and won the Cellular One Wisconsin business by developing an advertising campaign that successfully repositioned the brand as “the coverage leader”— gaining market share and increasing sales. Campaign featured quirky Wisconsin personalities. Produced a series of full-page newspaper ads, outdoor and radio ads.

### SUE JOHNSON, (freelance) 1995 - 2001

Senior Art Director — Chicago, IL

- Worked with agencies and their clients on advertising, promotional campaigns, POS, collateral and sales force materials.
- A trusted resource on projects at every stage of the creative process from strategy and concept development through overseeing final production.

#### clients include:

Bob Evans Farms Restaurants  
Bob Evans Farms Foods  
Cellular One Wisconsin

#### clients include:

Abbott Laboratories	Old Navy
Amoco	Proctor & Gamble
Applebee's	Quaker (Gatorade)
Campbell's Soups	S.C. Johnson
Chase	Sprint
CocaCola Company	Target
Dairy Management Inc.	Toys “R” Us
Kellogg's	Track & Field Association
Kraft Foods Inc.	Tropicana
McDonald's	

## 10 years of agency experience before setting out to start Lake Effect Marketing

Agencies of note —

Olgivy & Mather, Chicago; McCracken Brooks, Minneapolis (then Sales Promotion Agency of the year)

#### clients during my agency time include:

Sears, Roebuck & Co.	Kellogg's	3M (Room Decorating Kits)	Hormel (Dubuque Meats)
Western Publishing	Kimberly-Clark	Ameritech Mobile	Stokely
Chiquita	Kraft Foods Inc.	Borden National Snack Division (Jays)	Unilever (Popsicle, Sugar Free Popsicle, Fudgsicle and Disney Frozen Treats)
Continental Airlines	Oscar Mayer	Culligan	
Dial Corp.	Land O'Lakes	Domino's Pizza	
Jim Beam Brands (Windsor Canadian, Gilbey's Gin)	Pet, Inc. (Old El Paso)		
	Wisconsin Milk Marketing Board		

## education

College for Creative Studies, Detroit, MI

BFA - Major: Graphic Communication/Advertising Design

General Assembly: User Experience Design

Software: Adobe InDesign, Illustrator, Photoshop, Figma

## volunteer

**ART IMPACT PROJECT:** Dedicated to enhancing emotional wellness through creative expression in partnership with schools, after school programs, mental and behavioral health facilities, recovery sites and an inmate program at the Lake County Jail.