

# sue johnson

CREATIVE DIRECTION + DESIGN

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## overview

I love to create honest work that has positive impact and lifts not only brands – but the people they engage. I'm constantly curious, enthusiastic, empathetic, and open-minded. I believe in inclusiveness and the value everyone brings to a project. Great strategy begins with curiosity, data, and teamwork – beautiful work starts by identifying that one special idea in a room bursting with great ideas. Then nurturing it and cross-checking it against the team's strategy, fine tuning the design and copy to insure delivery of the best work possible and successful business outcomes for the client.

- 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 six months of launch.
- Repositioned and re-branded Uncommon Threads resulting in a 70% increase in sales and maintained them as a national leader in the chef apparel field for 12 years.
- Successfully launched a new line of 22 inflatable pool toy packages from concept through production in three months.

I help brands honor their purpose and maximize their business potential. To see my design thinking at work and learn more please visit: [suejohnsondesign.com](http://suejohnsondesign.com)

**skills:** Branding | Strategy | Ideation/Concepting | Website Design | Packaging | Digital/Collateral/Catalog Design | Photo + Copy/Art Direction | Presentations | Print Management | Team/Schedule/Project Management | Client Management/ | Empathetic Listener | Agile/Flexible | Creative Problem Solving | Design Thinking | Detailed

## experience

### **SUE JOHNSON DESIGN, (freelance/contract)**

**2021 - present**

Creative Direction/Art Director/Sr. Graphic Designer — Chicago, IL

- Work directly with founders/clients and agencies on strategy, brand development, brand reimagination. Including: new brand and website launches, print and digital design, collateral, info graphics and reports, presentations, and special product engagement programs.
- 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.

### **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, digital and print advertising, and direct mail.
- Collaborated with founders/clients, copy writers, photographers and producers, developers, color houses and printers to produce printed collateral and digital content.
- Built trusted client partnerships. Developed proposals, strategy, hired and managed teams, vendors, projects, budgets, and schedules with attention to detail.

## CHICAGO CREATIVE PARTNERSHIP

01/1998 – 06/1998

Senior Art Director — Chicago, IL

### Full-service advertising 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.
- Concepted, designed, and produced television and print campaigns for all major clients of this creative-driven agency.
- Worked directly with clients.

## 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.

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

Agencies of note —

- McCracken Brooks, Minneapolis (*then Sales Promotion Agency of the year*)
- Ogilvy & Mather, Chicago

*Please see my website for a full client list.*

## education

**College for Creative Studies**, Detroit, MI

BFA - Major: Graphic Communication/Advertising Design

**General Assembly**: User Experience Design, Certificate - 2021

*Software: Adobe CC - InDesign, Photoshop and Illustrator, knowledge of Figma, Word, PowerPoint, Google docs/slides, and Slack. Always learning.*

## 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.*

*– I help develop art projects and volunteer at the jail, high schools and in Highland Park as part of the recovery programming following the shooting.*