

# SUSAN LOYD

susanblue@mac.com

## DESIGN WORK EXPERIENCE

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### **Graphic Design Associate, Citi Property Investors, New York, NY {2007-2010}**

- real estate investment division of Citi; responsible for all graphic design and layout for Citi Property Investors including quarterly reports for 12 funds, magazine and newspaper advertising in real estate publications, all marketing and client presentations, investment fund launch kits for high net worth and institutional clients, and banners and signage for all client meetings; also responsible for hiring and managing freelance designers as needed

### **Graphic Designer, CNBC – NBC Artworks, Englewood Cliffs, NJ {2006}**

- on air designer; responsible for daily graphics for CNBC network shows such as Power Lunch, Street Signs, Closing Bell, Kudlow & Company, Fast Money, Mad Money, The Big Idea, etc; designed logos, charts, plasma screens, animated maps and graphics, and all other news related items needed for the broadcasts

### **Graphic Designer, Brentwood Baptist Church, Brentwood, TN {2004-2005}**

- non-profit organization with 6.5 million dollar annual budget; responsibilities include design, production and printing of weekly newsletter, design of all church html emails, ministry logo development and design, website coordination and design, planning and design of promotional print material, dealing with vendors and preparing files for print

### **Freelance Designer, LifeWay, Nashville, TN {2003-2005}**

- one of the largest Christian publishing companies in the world; performed work for both the Music Publishing and Recording and the Advertising and Promotion departments involving design, layout, and print preparation for choral books, CD's, cassettes, anthems, catalogs, brochures, web graphics, letterhead and banners

### **Designer, Creative Advertising Products, Shreveport, LA {2001}**

- responsibilities included working with clients on logo development and t-shirt design

### **Freelance Designer {2001-2011}**

- designed brochures, logos, ads, and CD's for clients such as Mosaic Manhattan Church, Graffiti Church, and The Gallery Church (New York, NY), ProMark Direct (Clifton, NJ), Recording Artists Clay Crosse, Jason Catron and Aaron Loy (Nashville, TN), Experimental Design & Analysis Solutions (Brentwood, TN), Kerwin Communications (West Caldwell, NJ), Audible.com (Wayne, NJ), Fashion Designer & Project Runway Season 4 Winner Christian Siriano (New York, NY), The Rockefeller Group (New York, NY)

## TECHNICAL SKILLS

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- proficient in all Mac OS and Windows platforms
- Adobe Illustrator, Photoshop, InDesign, After Effects, Fireworks, Dreamweaver QuarkXpress; Amapi 3D; Microsoft Office Suite, Publisher;
- photography experience including photo shoots, film development and printing
- Photoshop retouching experience
- web design experience including basic HTML
- capable of learning new software quickly

## EDUCATION

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### **Louisiana Tech University, Ruston, LA**

- declared major – BFA, concentration Graphic Design {2000-2002}  
graduated cum laude – November 2002

### **Louisiana State University, Baton Rouge, LA**

- concentration Graphic Design {1998-2000}

\*references and work samples available upon request