

Susan Labodin

4 Alta Drive
Wappingers Falls, NY 12590
sekdesignco@gmail.com
914.772.5816

current

Sek Design / www.sekdesignco.com

Graphic Designer / Brand Consultant

logo design/brand development • package design • marketing/website design
brochures • newsletters • advertising campaigns • signage

Allegory / www.allegorycollection.com

Sole Owner / Operator / Designer

Responsible for brand identity, jewelry design, marketing, website creation & maintenance,
accounting, customer service and shipping.

design experience

Hans Flink Design Inc. New York, NY

Senior Design Manager, January 1997- January 2005

Design management, brand identity, and packaging design/direction for award winning brand design firm. Design management experience including creative direction of studio design team, freelance personnel as well as the art direction of photographers and illustrators. Project management responsibilities including initial client briefings, presentations, and complete project follow-through from first phase to final print production supervision. Contributions to brand planning including equity evaluation, strategic planning and consumer research. Client base encompassing both national and global product lines for consumer products.

(Clients: Alberto Culver, Bristol-Myers Squibb, Colgate-Palmolive, Lipton, Mead Johnson Nutritionals, Pfizer, Unilever HPC USA, Wyeth Consumer Healthcare)

Berni Design Greenwich, CT

Senior Designer, October 1995 -January 1997

Responsible for design and project coordination from preliminary presentations through to production. Direct interaction with clients as well as art direction of photographers and illustrators. Client base included national product lines for various consumer goods as well as complete identity programs involving signage graphics.

(Clients: Borden, Cadbury Beverages, Castrol, Coca-Cola/McDonalds, Northampton Farms, Twin County, US Tobacco)

The Benchmark Group Westport, CT

Designer, September 1992-April 1995

Worked both independently and with creative directors in all phases of design from initial concepts through to production as well as interaction with photographers and illustrators. Projects included brand identity, packaging for various consumer goods, and collateral systems.

(Clients: Austin Nichols, Borden, Empire Berol, Leshner Financial, Ortho Pharmaceuticals, Pfizer Inc., Porter Sports, Proctor & Gamble, Reckitt & Colman, Warner Wellcome)

technical skills

Proficient in Adobe Creative Suite and Microsoft Office

education

Rhode Island School of Design Providence, RI
Bachelor of Fine Arts / Major in Graphic Design