

Susan Labodin

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current**Sek Design / sekdesignco.com** Wappingers Falls, NY

Owner, Creative Director, Brand Consultant, January 2007 - Present

Creative direction of brand development and strategy tailored to the priorities of each client organization. Complete project management from initial design concepts to final press production artwork.

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

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, 1991