

Susan Lovell

Senior Visual Designer and Leader

[Portfolio Website](#) | [Email](#) | [Phone](#) | [LinkedIn Profile](#)

PROFESSIONAL SUMMARY

Creative and results-driven design leader with expertise in branding, marketing, and visual storytelling. Adept at managing cross-functional teams, overseeing multi-platform campaigns, and maintaining brand consistency. Proven ability to align creative strategies with business goals to drive engagement, enhance user experience, and optimize marketing efforts. Excels in digital and traditional media, web design, and project management to deliver high-impact results.

EXPERIENCE

Senior Visual Designer | Reading Horizons | 2021 – 2025 | Remote (Monterey, CA)

- Led brand transformation efforts, overseeing a full-scale rebranding initiative in collaboration with external agencies and internal stakeholders.
- Spearheaded a website redesign and migration project, enhancing UX and modernizing the digital presence.
- Created compelling, on-brand marketing assets across print, digital, and social media platforms.
- Implemented streamlined design processes, improving efficiency for marketing campaigns using Adobe Creative Suite, Canva, and Salesforce.
- Managed vendor relationships for print and digital production, ensuring high-quality, cost-effective solutions.

Director of Creative Services | Evan-Moor Educational Publishers | 2007 – 2015 | Monterey, CA

- Led a team of 10, including designers and production staff, to create award-winning educational materials for print and digital platforms.
- Developed branding and marketing strategies for new product launches, ensuring consistency across all assets.
- Managed design budgets, cost analysis, and workflow optimization to improve efficiency and profitability.
- Led product development from concept through production, including manufacturing processes.
- Partnered with marketing and sales teams to create advertising materials and web content.

Susan Lovell

Creative Director | Parris Printing (now Prism) | 1990 – 2003 | Nashville, TN

- Directed creative teams and external vendors to deliver high-quality visual solutions for key client accounts.
- Managed branding initiatives, marketing campaigns, and print production for a diverse client base.
- Developed innovative design concepts for corporate communications, advertising, and promotional materials.
- Ensured compliance with brand standards and optimized workflow efficiency through process improvements.

Freelance & Contract Services

Susan Lovell Design | 2023 – Present | United States

- Provides branding, web design, and marketing collateral for businesses and organizations.
- Designs and develops WordPress websites to enhance client visibility and engagement.
- Specializes in digital marketing, event promotions, and strategic creative direction.

CORE SKILLS

- Brand Strategy & Identity Development
- Multiplatform Marketing & Design
- Web & UI/UX Design
- Digital Advertising & Social Media Campaigns
- Project & Team Management
- Print Production & Vendor Relations
- Event Marketing & Promotional Materials

TOOLS & SOFTWARE

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, InCopy)
- Website Management (WordPress, Figma, HTML/CSS)
- Email Marketing & CRM (Salesforce)
- Project Management (Asana, Trello, Wrike)
- Social Media & Digital Advertising (Hootsuite, Canva)

EDUCATION

Middle Tennessee State University

Bachelor of Science in Graphic Design & Psychology