



Sebastopol, CA  
suz@thewrightdesign.com  
www.thewrightdesign.com

**Deadline-Oriented • Quality Directed • Detail-Attentive • Stress-Tolerant • Self Motivated • Team Player**

## Professional Summary

### *Creative Services*

- Excellent design skills in print and web including strong typography and color capabilities
- Editorial design expertise including layout, graphs, maps, feature pages, and pagination
- Thorough understanding of printing process, concept through production
- Strong proofreading and editing skills. Understand and respect copyright law
- Experience in graphic design, production, and prepress
- Expertise designing and maintaining production standards
- Skilled in digital design, photography, and video

### *Computer/Technical Skills*

- Proficient with Macintosh and Windows systems. Software application expertise: Photoshop CS, ImageReady CS, Illustrator CS, InDesign CS, QuarkXPress 6.5, Dreamweaver MX 2004, Acrobat 7, MultiAd Creator, Flash MX, Freehand, PageMaker CS, Microsoft Office, Access, FileMaker Pro, iMovie 4, Final Cut.
- Well-versed in web publishing technologies including html, xhtml, css, asp, xml, dhtml, JavaScript, Flash, PDF, forms, dynamic sites, and search engine site optimization
- Computer expert in systems management, installation, troubleshooting, and training
- Adept at quickly becoming proficient using new software and hardware

### *Teamwork/Collaboration*

- Successful at promoting teamwork and individual accountability by modeling professionalism, productivity, and interpersonal effectiveness
- Experienced with vendors, clients, printers, press checks, and photo shoots
- Effective committee member and team leader
- Skillful liaison, improving communication and building relationships

### *Management/Leadership*

- Educated and experienced in supervisory and interpersonal relations
- Effective at staff procurement including temps, interns, freelancers in technical and creative areas
- Proficient at designing, evaluating, improving, and implementing processes and procedures
- Highly-effective in developing a positive and productive work environment
- Well-organized, analytical, adept at multi-project management
- Skilled at planning, implementation, and time management

## Professional Experience

### **Principal - The Wright Design • Sebastopol, CA • 1995 to Present**

#### Current Client List:

El Dorado County Fairgrounds, Placerville, CA: Fair, Wine Competition, Tasting A-Faire, more  
American Cancer Society, Santa Rosa, CA  
Cool Feed and Ranch Supply, Cool, CA  
Eleanor Wasson, author, Santa Cruz, CA  
Institute of Reading Development, Novato, CA  
Mountain Mandarin Festival, Auburn, CA  
Mooredune Publications, Phoenix, AZ  
North Coast Builders Exchange, Santa Rosa, CA  
Pam Everson, DDS, Healdsburg, CA  
Sebastopol Celtic Music Festival, Sebastopol, CA  
Kate Wolf Memorial Festival, Laytonville, CA  
The Tipsters Business Leads, Sonoma County, CA  
University of California at Santa Cruz, CA

### ***Creative Services Supervisor/Manager***

The Press Democrat - *A New York Times Pulitzer Prize winning newspaper* • Santa Rosa, CA • 1996 to 2001  
Supervised team of graphic designers, special section editors, illustrators, and pagination specialists.  
Reconfigured team duties resulting in reduction of overtime by 14 percent of total hours.  
Organized and implemented Creative and Ad Design Workshops for salespeople and new designers, and Small Ads with Big Impact Workshop for clients. Pointperson to New York Times Creative Intranet.  
Established an evaluation program for designers and page layout specialists.  
Invited to judge at CNAEA, CNA, WCAA, and Redwood Empire Students in Journalism competitions.  
Created Designer's Handbook to ease transition to team organization including procedures, tips, tutorials, and creative.  
Designer of special projects for advertising director, retail, and classified managers.  
Department liaison to find solutions to errors from sales to systems while improving communication and relationships.

### ***Production Manager***

Sebastopol Times & News - *Leshar Communications, Inc.* • Sebastopol, CA • 1990 to 1995  
Macintosh expert - troubleshooting, training, software installation, systems management for three newspapers.  
Designed and implemented "West County Discoveries" section cutting production and printing costs by one third.

### ***Production Manager***

Tahoe World Newspaper • Tahoe City, CA • 1988 to 1990  
Implemented Sierra Ski Times Magazine - a weekly skiing magazine.  
Trained staff in the use of Macintosh software including QuarkXPress, PageMaker, and Freehand.

### **Education**

Sales and Marketing Certificate and Supervisory Management Certificate - 2005  
XML Web Developer Certificate and Project Management Certificate - 2003  
Web Graphic Design Career Certificate, HTML Content Developer Certificate, and Dreamweaver Web Content Developer Certificate - 2002  
Santa Rosa Junior College, Santa Rosa, CA

BA Degrees: Communication Arts: Graphic Design Emphasis and Art: Photography Emphasis  
Weber State College, Ogden, UT - 1986

### **Recognitions**

SRJC Academic Honors - Dean's Highest Honors 2002 - 2005 • cumulative GPA 3.98  
1st Place (3) and 2nd Place (2) WFA Achievement Awards - 2004  
1st Place award CNAEA Competition • Most Creative Use of Space - 2000  
2nd place award CNAEA Competition • Most Creative Use of Space - 1999  
TEAM award recipient Together Everyone Achieves More - Fall Quarter 1999  
Named in New York Times Chairman's Award - September 1999  
1st Place award CNAEA Competition • Most Creative Use of Space - 1997  
Nominated Employee of the Year from a staff of over 1,000 at Leshar Communications, Inc. - 1992  
2nd Place CNPA Better Newspapers Contest • Best Display Advertising - 1989  
1st Place Color Photography - Ogden Photography Show - 1986

### **Memberships**

Phi Theta Kappa International Honor Society • North Bay Multimedia Association • North Coast MacUser Group

### **Community Service**

Art Director - Web Project Committee, Sebastopol Community Center - 2005  
Sebastopol Celtic Music Festival Committee, Sebastopol Community Center - 2000 to Present  
Advertising and PR Coordinator, Sebastopol Celtic Music Festival - 2004 to Present  
Volunteer Coordinator, Sebastopol Celtic Music Festival - 2002 to 2004  
Board Member, Sebastopol Community Center Board of Directors - 1995 to Present