

ANN SUH

Graphic Design and Art Direction

www.annsuh.com

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Experience

TORRISI DESIGN

Senior Designer/Art Director | January 2013 – June 2016

- Produced visual designs relying on user-focused interfaces with fluid site functionality for clients such as *Edna Lewis Foundation*, *The Divorcierge*, and *Animal Care & Control of NYC*.
- Conceptualized and executed brand identity and established comprehensive brand guidelines for clients ranging from startup businesses to established brands, such as *Animal Care & Control of NYC*, *Fischer Travel Enterprises* and *Edna Lewis Foundation*.
- Designed and developed successful integrated campaigns for clients such as *NewYork-Presbyterian* and *NYC Department of Education*.
- Led feature art direction, editorial design and photography art direction for award-winning custom publication, *Ensemble Lifestyles* magazine.
- Ensured custom content exceeded client expectations, managed client relationships, and delivered on client creative objectives.

Freelance Designer | July 2007 – November 2012

- Created new collateral systems and designs for marketing and promotional materials.
- Designed annual reports, direct-mail pieces, invitations, brochures and signage for clients such as *JDRF*, *Asbury Automotive Group* and *HELP USA*.
- Editorial and advertorial designs for various publications under *Ensemble Travel Group*.

TAPAD

Freelance Designer | March 2014 – April 2014

- Produced all digital and in-house collateral including presentation visuals, 1-sheets, decks and infographics.
- Built a cohesive, recognizable brand image by designing, implementing, and expanding on existing brand standards.

EDGEMINE INC.

Freelance Art Director | March 2011 – December 2012

- Produced visual design for website rebranding proposals for brand presentations.
- Art directed and developed designs for seasonal campaign collateral materials in both print and digital.
- Developed identity and branding within the B2B space for in-house fashion label, *Blu Pepper*, which accounts for 40% of the company's \$100M total revenue.

Education

GENERAL ASSEMBLY

User Experience Design (10 weeks) | April 2016

The curriculum focuses on principles of user-centered design through self-initiated projects by applying the skills of user research, sketching, wireframing, prototyping, mapping user flows, site maps, conducting interviews, evaluating heuristic analysis, competitive analysis, and visual design.

Front-End Web Development (10 weeks) | October 2015

The curriculum focuses on the technical skills and best practices using tools such as HTML5, CSS3, JavaScript, jQuery, and Sublime.

SCHOOL OF VISUAL ARTS

BFA in Graphic Design | May 2007

Skills

Adobe Creative Cloud - Indesign, Photoshop, Illustrator; Sketch; InVision; Basic HTML/CSS

Awards

2015 American Graphic Design Award for *Ensemble Lifestyles Magazine* design