

Susan Clemens | Creative Director, Art Director & Project Management Expert

Contact | susanclemens@gmail.com 949-981-6859 Portfolio | pixelsauce.com

## PROFESSIONAL SUMMARY

Dynamic and innovative Creative Director with over 30 years of experience in graphic design, branding, and digital media. Proven track record in managing multiple projects from inception to completion, fostering client relationships, and mentoring creative teams to deliver award-winning work. A broad ability to perform in a variety of strategic roles, from hands-on creative to project management to client consultation to creative team development and problem-solving. Seeking a fast-paced, fully remote or hybrid environment.

## CORE COMPETENCIES

- Creative Direction & Branding
- Project Management & Client Relations
- Team Leadership & Mentorship
- AI-Enhanced Strategy & Prompt Engineering
- Adobe Creative Suite Mastery
- UX/UI Design & Information Architecture

## PROFESSIONAL EXPERIENCE

### PixelSauce

Contract Creative Director / Art Director

Sep 2003 - Present

- **Creative Direction & Project Management:** Led the creative direction and execution of branding, marketing materials, presentations and new business pitches, motion design, and digital media projects for a diverse client base. Managed multiple projects and clients simultaneously, ensuring all deliverables exceeded client expectations and were delivered on time.
- **Client Relationship Management:** Cultivated strong client relationships, leading to an increase in repeat business. Developed project briefs, timelines, and coordinated with multidisciplinary teams to ensure seamless project execution.
- **AI & Design Tools:** Implemented AI solutions, including Midjourney and advanced ChatGPT prompt engineering, to refine and enhance dozens of projects, covering areas like manuscript editing, product creation, ingredient analysis, illustration, client branding consultations, and policy development. Expertly utilized Adobe Creative Suite, Figma, and other industry-standard tools to create visually compelling work.
- **Social Media:** Mentored and built brands for hair stylists. Built a personal following of 50k across platforms.

### Jack Winn Pro

Contract Art Director

Dec 2014 - Present

- **Branding & Identity Development:** Created and managed the visual identity for Jack Winn Pro and its sub-brands. Developed packaging, web design, and social media materials, ensuring brand consistency across all platforms.
- **Client & Team Management:** Managed client expectations and led a team of designers, guiding them through project execution from brief to completion. Successfully launched several product lines, contributing to consistent 8% month over month growth.
- **Photography & Visual Design:** Directed product photography and visual design, creating content that boosted online engagement by 20%.

### Beckman Coulter

User Experience & Information Architect

Mar 2010 - July 2011

- **UX/UI Design:** Developed the user experience and information architecture for a 4,000-page eCommerce site, ensuring a seamless user experience and easy navigation. Led the implementation of a new content management system, training business groups on its usage.
- **Content Migration & Strategy:** Created a system for migrating complex content, aligning with varied business and customer needs. Enhanced site functionality, improving user satisfaction and engagement.

### Brilliant Blue

Creative Director

Apr 2006 - Aug 2006

- **Team Leadership:** Led a team of young designers, fostering a collaborative environment that improved the efficiency and quality of the creative process. Streamlined communication between sales, production, and creative departments, enhancing client satisfaction.
- **Brand Development:** Managed branding and identity development for regional clients, contributing to increased brand recognition and client retention.

### Young & Rubicam Brands / Wunderman

Associate Creative Director / Contract Art Director

Jun 1999 - Sep 2003 / Mar 2005 - Dec 2009

- **Award-Winning Design:** Conceptualized and designed award-winning direct mail campaigns for Southern California Edison. Created motion design concepts, developed microsites and online media for high-profile clients, including Lincoln, Jaguar, Land Rover, Accenture and Callaway Golf.
- **Client & Team Communication:** Presented creative work to clients, translating their feedback into actionable tasks for the creative team. Managed project timelines and deliverables, ensuring client satisfaction. Innovated a better process for performance reviews.

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## **EDUCATION & CERTIFICATIONS**

Art, Design, Photography, and General Studies | California State University Long Beach

Usability & User Experience, Information Design | Forester Research Workshops, Edward Tufte Seminars

Adobe Creative Suite, Wordpress, Microsoft and Google | Creative Live, Self-taught

Marketing Strategy, Advertising, Photography | UCI Extension, Orange Coast College, Saddleback College

Animation, Web Development | Foundation for Educational Achievement, Lynda.com, Learning Tree University

AI, Notion | Voracious self-taught daily learner, YouTube

## **RECOGNITION**

Awards | One Show, OC Ad Club, Belding, IAAA

Featured in Books | Graphis Interactive Annual 2, In Your Face: The Best of Interactive Interface Design

## **TECHNICAL SKILLS**

Design Software | Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Dimension), Figma

Web & UX Tools | HTML, CSS, Wordpress, Woocommerce, Print-on-Demand Integrations

AI Tools | Expert in AI platforms (e.g., ChatGPT, Midjourney), Advanced Prompt Engineering Skills, Strategic and Creative

Other Tools | Notion, Google Suite, Apple Suite, Microsoft Office

## **INTERESTS**

Photography, Filmmaking, Writing, Crafting